

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 8, 1981

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	DALLAS#	30.2	23,500	1	DUKES OF HAZZARD#	20.4	42,500
2	60 MINUTES	28.8	22,410	2	DALLAS#	19.7	41,220
3	CBS TUESDAY NIGHT MOVIES#	28.4	22,100	3	CBS TUESDAY NIGHT MOVIES#	19.4	40,570
4	M*A*S*H	27.3	21,240	4	M*A*S*H	19.2	40,130
5	DUKES OF HAZZARD#	25.5	19,840	5	60 MINUTES	19.0	39,680
6	ALICE#	25.4	19,760	6	AMITYVILLE HORROR(S)	18.9	39,460
7	AMITYVILLE HORROR(S)	25.3	19,680	7	CHIPS	17.9	37,320
8	LITTLE HOUSE-PRAIRIE	23.6	18,360	8	LITTLE HOUSE-PRAIRIE	17.5	36,450
9	HOUSE CALLS	23.5	18,280	9	HAPPY DAYS	17.2	35,800
9	LOVE BOAT	23.5	18,280	10	THAT'S INCREDIBLE	16.8	35,140
9	TRAPPER JOHN, M.D.#	23.5	18,280	11	WIZARD OF OZ(S)	16.8	35,120
12	LOU GRANT#	23.1	17,970	12	LAVERNE & SHIRLEY	16.7	34,800
13	HAPPY DAYS	23.0	17,890	13	LOVE BOAT	16.6	34,680
13	PEOPLE'S CHOICE AWARDS(S)	23.0	17,890	14	ALICE#	16.5	34,480
15	THAT'S INCREDIBLE	22.9	17,820	15	DIFF'RENT STROKES	15.9	33,250
16	LAVERNE & SHIRLEY	22.4	17,430	16	HOUSE CALLS	15.5	32,330
17	JEFFERSONS	21.8	16,960	17	REAL PEOPLE	15.1	31,600

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS#	26.2	21,330
2	CBS TUESDAY NIGHT MOVIES#	24.0	19,550
3	60 MINUTES	23.7	19,290
4	LITTLE HOUSE-PRAIRIE	21.6	17,570
5	M*A*S*H	21.3	17,350
6	PEOPLE'S CHOICE AWARDS(S)	20.5	16,730
7	KNOTS LANDING#	20.3	16,530
8	ALICE#	20.2	16,430
9	AMITYVILLE HORROR(S)	19.7	16,050
10	TRAPPER JOHN, M.D.#	19.3	15,770
11	HOUSE CALLS	18.9	15,400
12	LOVE BOAT	18.9	15,370
13	JEFFERSONS	18.7	15,270
14	LOU GRANT#	18.4	15,040
15	MAGNUM, P.I.#	18.4	14,980
16	DUKES OF HAZZARD#	18.3	14,900
17	PRIDE OF JESSE HALLAM(S)	17.4	14,160
18	GRAMMY AWARDS(S)	17.0	13,900
19	BARBARA MANDRELL#	16.7	13,650

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	23.7	17,380
2	DALLAS#	19.8	14,510
3	M*A*S*H	19.7	14,450
4	CBS TUESDAY NIGHT MOVIES#	19.3	14,150
5	AMITYVILLE HORROR(S)	18.7	13,700
6	ALICE#	17.3	12,700
7	REAL PEOPLE	16.9	12,370
8	DUKES OF HAZZARD#	16.8	12,340
9	THAT'S INCREDIBLE	16.5	12,140
10	CHIPS	16.2	11,860
11	LOU GRANT#	15.2	11,170
12	LOBO	15.2	11,130
13	HOUSE CALLS	15.1	11,070
14	ONE DAY AT A TIME#	14.9	10,900
15	JEFFERSONS	14.8	10,870
16	ARCHIE BUNKER'S PLACE#	14.8	10,860

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 8, 1981

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS TUESDAY NIGHT MOVIES#	25.4	12,930
2	DALLAS#	24.5	12,440
3	KNOTS LANDING#	22.3	11,320
4	M*A*S*H	21.6	10,960
5	AMITYVILLE HORROR(S)	21.2	10,800
6	LAVERNE & SHIRLEY	20.7	10,530
7	LOU GRANT#	20.1	10,200
8	HAPPY DAYS	19.7	10,000
9	DUKES OF HAZZARD#	19.5	9,910
10	LITTLE HOUSE-PRAIRIE	19.2	9,750
11	HOUSE CALLS	18.5	9,420
12	GRAMMY AWARDS(S)	18.5	9,390
13	PEOPLE'S CHOICE AWARDS(S)	18.2	9,240
14	MAGNUM, P.I.#	18.1	9,220
15	TRAPPER JOHN, M.D.#	17.1	8,670
16	CHIPS	17.0	8,660
17	LOVE BOAT	16.6	8,450
18	JEFFERSONS	16.5	8,370

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	36.8	9,130
2	ALICE#	31.4	7,800
3	DALLAS#	29.2	7,240
4	ONE DAY AT A TIME#	26.9	6,680
5	ARCHIE BUNKER'S PLACE#	26.8	6,650
6	LITTLE HOUSE-PRAIRIE	26.8	6,640
7	PEOPLE'S CHOICE AWARDS(S)	25.7	6,370
8	WALTONS	25.4	6,300
9	LOVE BOAT	23.9	5,920
10	BARBARA MANDRELL#	22.5	5,590
11	JEFFERSONS	22.5	5,570
12	TRAPPER JOHN, M.D.#	22.4	5,560
13	CBS TUESDAY NIGHT MOVIES#	22.2	5,500
14	PRIDE OF JESSE HALLAM(S)	21.9	5,430
15	HILITES-RINGLING-CIRCUS(S)	21.8	5,420
16	M*A*S*H	21.2	5,270
17	REAL PEOPLE	21.1	5,240
18	THIS IS YOUR LIFE SPECIAL(S)	21.0	5,210
19	HOUSE CALLS	19.6	4,870

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H	20.4	9,900
2	CBS TUESDAY NIGHT MOVIES#	19.9	9,670
3	DALLAS#	18.0	8,750
4	60 MINUTES	17.5	8,510
5	AMITYVILLE HORROR(S)	17.4	8,450
6	CHIPS	17.3	8,390
7	DUKES OF HAZZARD#	16.5	8,010
8	ABC SUNDAY NIGHT MOVIE	15.5	7,520
9	GRAMMY AWARDS(S)	15.3	7,450
10	BIG EVENT	15.1	7,330
11	HOUSE CALLS	14.8	7,180
11	THAT'S INCREDIBLE	14.8	7,180
13	LOU GRANT#	14.6	7,100
14	BJ AND THE BEAR#	14.3	6,950
15	DISNEY'S WONDERFUL WORLD#	13.6	6,610
16	HILL STREET BLUES	13.4	6,510
16	MAGNUM, P.I.#	13.4	6,510

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	36.6	7,070
2	ALICE#	28.5	5,510
3	DALLAS#	25.0	4,830
4	ARCHIE BUNKER'S PLACE#	24.7	4,770
5	REAL PEOPLE	24.6	4,750
6	LITTLE HOUSE-PRAIRIE	24.4	4,710
7	ONE DAY AT A TIME#	24.0	4,630
8	LOBO	22.7	4,380
9	TRAPPER JOHN, M.D.#	20.5	3,970
10	HILITES-RINGLING-CIRCUS(S)	20.2	3,900
11	AMITYVILLE HORROR(S)	20.1	3,880
11	JEFFERSONS	20.1	3,880
13	THAT'S INCREDIBLE	20.0	3,870
14	PEOPLE'S CHOICE AWARDS(S)	19.9	3,850
15	M*A*S*H	19.8	3,830
16	CBS EVENING NEWS-CRONKITE	19.5	3,770
16	WALTONS	19.5	3,770
18	BARBARA MANDRELL#	19.3	3,740

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1981 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
							VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
•EVENING																								
ABC FRIDAY NIGHT MOVIE																								
	FRI.	9.00P	120	ABC	FF	15	196	185	A 13.8	23	1074	1737	762	365	887	331	547	488	417	234	561	236	142	93 ^A
		9.00 - 9.30				98	95		B 13.8	22	1074	1840	714	315	813	353	544	458	359	199	631	276	207	104
		9.30 - 10.00							A 12.9	21	1004	1666	762	340	874	275	476	464	421	289	538	183	113 ^A	84 ^A
		10.00 - 10.30							A 13.4	22	1043	1719	802	386	931	333	557	500	445	266	538	201	113 ^A	85 ^A
		10.30 - 11.00							A 14.3	24	1113	1779	760	371	889	364	587	507	408	199	577	281	161	97 ^A
									A 14.7	26	1144	1761	720	361	852	347	560	476	398	188	583	269	170	101 ^A
ABC NEWSBRIEF-M-F																								
	1 M-TH	9.58P	1	ABC	N	108	191	188	A 15.9	24	1237	1725	721	338	809	314	487	435	354	248	594	249	145	83
	1 FRI.	8.57P	2			98	96		B 17.1	26	1330	1768	721	308	794	308	479	424	352	246	627	254	167	87
	2 M & F	8.58P	1																					
	2 TU & W	9.58P	1																					
	2 THU.	9.57P	2																					
ABC NEWSBRIEF-SAT.																								
	SAT.	9.58P	1	ABC	N	22	192	182	A 21.9	37	1704	1857	791	320	866	297	463	401	353	346	496	199	195	134
						98	95		B 22.4	37	1743	1983	790	324	873	332	520	450	370	290	569	224	220	135
ABC NEWSBRIEF-SUN.																								
	SUN.	7.58P	1	ABC	N	22	180	182	A 13.5	20	1050	1972	620	191	681	231	363	337	284	259	678	250	219	87 ^A
						97	97		B 15.6	23	1214	2009	700	292	775	301	474	419	346	233	711	283	210	105
ABC SUNDAY NIGHT MOVIE																								
	SUN.	8.00P	180	ABC	FF	21	202	199	A 17.2	26	1338	1919	706	343	787	334	513	449	349	192	787	340	192	77 ^A
		8.00 - 8.30				99	99		B 19.8	30	1540	1904	733	334	815	352	560	476	373	192	731	323	195	90
		8.30 - 9.00							A 15.7	23	1221	1999	707	335	790	318	484	438	336	222	756	334	208	98
									A 16.4	24	1276	1935	715	325	787	323	495	450	335	211	747	323	177	80 ^A
		9.00 - 9.30							A 17.4	25	1354	1950	716	351	796	347	537	464	357	176	774	327	209	84 ^A
		9.30 - 10.00							A 17.3	25	1346	1909	717	370	802	346	546	468	366	176	781	330	199	73 ^A
		10.00 - 10.30							A 17.9	27	1393	1889	693	341	780	342	510	433	351	189	812	351	199	67 ^A
		10.30 - 11.00							A 18.5	30	1439	1841	692	342	770	331	503	435	352	186	836	374	160	63 ^A
ABC WORLD NEWS TONIGHT																								
	M-F	6.30P	30	ABC	N	109	202	202	A 12.5	21	973	1579	712	221	766	171	323	300	352	387	636	140	73	38 ^A
						99	99		B 12.7	22	988	1629	698	236	777	188	331	319	371	381	642	166	90	49
ABC WRLD NEWS TONIGHT-SUN																								
	SUN.	6.30P	30	ABC	N	20	154	153	A 10.4	20	809	1734	760	174	771	227	404	425	355	296	706	236	107 ^A	53 ^A
						84	84		B 9.1	16	708	1711	755	237	806	200	356	362	365	377	671	197	98	45
ALICE																								
	2 SUN.	9.00P	30	CBS	CS	16	198		A 25.4	37	1976	1745	766	257	832	200	359	361	374	396	644	189	100 ^A	74 ^A
						99			B 23.2	33	1805	1816	813	292	888	247	430	403	403	389	596	158	149	79
ALOHA PARADISE																								
	1 WED.	8.00P	120	ABC	CS	2	201	203	A 18.9	29	1470	1737	745	372	827	300	491	417	355	287	598	221	146	91
	2 WED.	9.00P	60			99	99		B 18.9	29	1470	1737	745	372	827	300	491	417	355	287	598	221	146	91
		8.00 - 8.30							A 19.5	30	1517	1811	746	414	840	279	467	408	371	313	629	229	138 ^A	84 ^A
		8.30 - 9.00							A 20.4	31	1587	1778	793	440	884	315	503	404	359	329	588	203	130 ^A	82 ^A
		9.00 - 9.30							A 18.8	28	1463	1710	728	342	808	297	492	416	351	273	588	208	154	95
		9.30 - 10.00							A 18.0	27	1400	1698	743	344	814	311	503	433	350	262	596	240	144	92
AMITYVILLE HORROR(S)																								
	1 SUN.	8.00P	150	CBS	FF	193			A 25.3	37	1968	2005	737	287	816	377	549	435	341	209	696	307	279	155
		8.00 - 8.30				99			A 25.4	37	1976	1976	741	288	794	308	478	419	365	251	711	304	240	155
		8.30 - 9.00							A 24.8	35	1929	1971	719	270	801	347	521	418	347	225	684	309	264	146
		9.00 - 9.30							A 25.6	37	1992	2054	746	290	827	406	585	445	335	193	694	318	295	155
		9.30 - 10.00							A 25.5	37	1984	2026	732	288	820	407	577	438	326	186	697	306	303	159
		10.00 - 10.30							A 25.2	38	1961	1998	746	298	839	412	584	454	332	191	694	298	294	160
ARCHIE BUNKER'S PLACE																								
	2 SUN.	8.00P	30	CBS	CS	15	196		A 19.9	31	1548	1822	784	277	856	204	342	355	399	430	701	182	107 ^A	68 ^A
						99			B 22.0	32	1712	1827	799	298	888	230	398	378	407	412	654	154	117	63

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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1ST MAR. 1981 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
								AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2																	
EVENING CONT'D																								
HAPPY DAYS						15	207	205	A 23.0	35	1789	2001	627	290	740	386	558	438	274	154	484	250	336	262
TUE.	8.00P	30	ABC	CS		99	99		B 21.4	32	1665	1994	671	314	762	345	525	428	319	192	525	236	353	293
HARPER VALLEY						7	189		A 15.2	26	1183	2117	755	286	842	271	463	377	404	328	618	203	332	276
2 FRI.	8.00P	30	NBC	CS			93		B 18.2	30	1416	1966	790	285	883	272	447	382	403	367	647	171	301	277
HART TO HART						14	204	206	A 18.5	29	1439	1722	700	280	789	332	520	462	345	210	650	286	433	361
TUE.	10.00P	60	ABC	PD		99	99		B 20.3	32	1579	1720	736	296	812	322	520	457	366	229	638	284	425	356
10.00 - 10.30									A 18.6	29	1447	1715	692	276	780	329	514	455	338	207	665	291	446	378
10.30 - 11.00									A 18.5	29	1439	1714	705	282	794	335	525	464	349	211	626	275	412	345
HILITES-RINGLING-CIRCUS(S)						206			A 18.7	27	1455	1851	651	183	705	174	259	270	290	372	618	131	300	293
1 THU.	8.00P	60	NBC	GV		99			A 17.5	26	1362	1823	658	188	722	179	265	271	288	381	607	138	299	288
8.00 - 8.30									A 19.9	29	1548	1870	645	179	690	169	255	270	291	364	623	125	299	299
8.30 - 9.00									A 15.0	27	1167	1884	628	290	709	258	454	429	355	189	868	348	557	527
HILL STREET BLUES						8	204	194	B 14.6	26	1136	1819	686	311	740	256	447	431	378	208	824	302	511	473
SAT.	10.00P	60	NBC	OP		99	96		A 14.6	26	1136	1855	599	261	677	248	421	407	336	189	869	342	555	534
10.00 - 10.30									A 15.5	29	1206	1891	649	315	734	267	484	448	369	187	860	355	557	517
10.30 - 11.00									A 23.5	35	1828	1769	764	323	844	320	517	444	379	267	605	251	393	330
HOUSE CALLS						15	201	203	B 22.5	33	1751	1746	773	326	848	323	504	450	377	279	613	252	383	324
MON.	9.30P	30	CBS	CS		98	99		A 14.1	23	1097	1719	796	380	911	277	448	421	407	370	506	105	224	251
I'M A BIG GIRL NOW						16	194	189																
FRI.	8.30P	30	ABC	CS		98	94		B 16.2	26	1260	1808	786	326	868	287	468	447	407	311	546	175	300	294
INCREDIBLE HULK						13	183		A 16.5	28	1284	2100	641	252	754	336	499	429	310	183	630	277	449	399
2 FRI.	8.00P	60	CBS	SF			97		B 17.8	29	1385	2152	684	279	774	297	471	420	335	243	686	267	439	389
8.00 - 8.30									A 14.9	26	1159	2086	633	255	761	346	500	408	305	188	603	272	434	392
8.30 - 9.00									A 18.2	31	1416	2096	640	247	742	329	495	438	310	178	643	281	455	398
JEFFERSONS						16	191	194	A 21.8	33	1696	1848	858	309	901	290	493	443	393	329	640	213	348	332
1 SUN.	10.30P	30	CBS	CS		99	99		B 23.5	34	1828	1805	830	311	903	264	464	430	415	365	597	175	299	282
2 SUN.	9.30P	30																						
KNOTS LANDING						13	200		A 21.3	35	1657	1808	871	332	996	441	682	537	414	260	564	226	365	322
1 THU.	10.00P	60	CBS	GD		99			B 18.9	31	1470	1741	808	317	904	355	547	467	395	282	582	223	352	296
10.00 - 10.30									A 20.7	33	1610	1784	867	334	1000	449	694	543	412	256	548	218	360	325
10.30 - 11.00									A 21.9	37	1704	1826	874	329	991	433	672	532	416	264	575	232	365	319
LAVERNE & SHIRLEY						14	209	206	A 22.4	33	1743	1997	636	359	759	424	603	473	265	132	475	258	343	281
TUE.	8.30P	30	ABC	CS		99	99		B 21.1	31	1642	1970	688	339	777	367	550	445	315	184	514	239	357	299
LITTLE HOUSE-PRAIRIE						22	217	217	A 23.6	34	1836	1985	874	339	956	363	530	446	357	363	550	135	242	248
MON.	8.00P	60	NBC	GD		99	99		B 23.0	33	1789	1951	823	301	915	331	488	423	354	363	535	168	272	250
8.00 - 8.30									A 23.2	33	1805	1994	880	334	961	361	527	442	359	371	553	134	239	247
8.30 - 9.00									A 23.9	33	1859	1978	873	344	956	368	536	453	356	356	548	137	244	247
LOBO						8	205	203	A 17.8	27	1385	2055	745	210	814	230	452	411	397	290	804	247	448	411
TUE.	8.00P	60	NBC	A		99	97		B 18.6	27	1447	1999	744	246	800	222	410	378	388	320	748	204	378	364
8.00 - 8.30									A 17.0	26	1323	2053	742	211	809	226	448	402	392	294	799	240	439	408
8.30 - 9.00									A 18.5	28	1439	2058	750	212	822	235	457	417	401	289	807	251	455	416
LOU GRANT						16	199		A 23.1	37	1797	1694	760	329	837	354	567	493	366	222	621	262	394	321
1 MON.	10.00P	60	CBS	GD		99			B 19.1	30	1486	1579	752	299	822	338	516	464	353	241	578	252	365	314
CONT'D																								

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11
EVENING CONT'D																													
LOU GRANT-CONT'D																													
10.00 - 10.30																													
10.30 - 11.00																													
LOVE BOAT																													
SAT. 9.00P 60 ABC C5 19 199 189																													
9.00 - 9.30																													
9.30 - 10.00																													
MAGNUM, P.I.																													
1 THU. 9.00P 60 CBS PD 10 192																													
9.00 - 9.30																													
9.30 - 10.00																													
M*A*S*H																													
MON. 9.00P 30 CBS CS 15 201 204																													
25.9 37 2015																													
MONSTERS DISASTERS(S)																													
1 FRI. 10.00P 60 NBC DO 180																													
10.00 - 10.30																													
10.30 - 11.00																													
MORK & MINDY																													
THU. 8.00P 30 ABC CS 16 202 187																													
18.1 28 1408																													
NBC FRIDAY MOVIE OF-WEEK(S)																													
1 FRI. 8.00P 120 NBC FF 186																													
8.00 - 8.30																													
8.30 - 9.00																													
9.00 - 9.30																													
9.30 - 10.00																													
NBC MAGAZINE																													
2 FRI. 10.00P 60 NBC DN 17 181																													
10.00 - 10.30																													
10.30 - 11.00																													
NBC MONDAY NIGHT MOVIES																													
MON. 9.00P 120 NBC FF 20 202 200																													
9.00 - 9.30																													
9.30 - 10.00																													
10.00 - 10.30																													
10.30 - 11.00																													
NBC NEWS UPDATE-M-F																													
1 M-TH 8.58P 1 NBC N 108 182 182																													
1 FRI. 9.04P 1																													
2 M-F 8.58P 1																													
NBC NEWS UPDATE-SAT.																													
SAT. 8.58P 1 NBC N 22 180 174																													
13.5 23 1050																													
NBC NEWS UPDATE-SUN.																													
SUN. 8.58P 1 NBC N 22 185 186																													
20.3 29 1579																													

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	WOMEN 18-25		35-49	50-54	55+	TOTAL	18-34	MEN 18-25		35-49	50-54	55+	TOTAL	FEM.	TOTAL	6-11			
EVENING CONT'D																																	
NBC NEWS UPDATE-2-M-F					3	182		A	13.3	21	1035	1688	724	299	773	248	443	427	381	267	589	154	339	338	358	209	171	109	155	116			
2 MON. 9.42P 1 NBC N						91		B	13.3	21	1035	1688	724	299	773	248	443	427	381	267	589	154	339	338	358	209	171	109	155	116			
2 W & F 9.58P 1																																	
NBC NEWS UPDATE-2-SUN.					1	185		A	14.0	21	1089	2118	739	346	817	472	644	485	267	154	794	462	678	507	279	80	249	62	258	218			
2 SUN. 9.53P 1 NBC N						88		B	14.0	21	1089	2118	739	346	817	472	644	485	267	154	794	462	678	507	279	80	249	62	258	218			
NBC NIGHTLY NEWS-SAT.					19	151	149	A	8.9	17	692	1533	599	174	659	130	215	184	273	403	675	148	264	322	363	307	103	25	96	90			
SAT. 6.30P 30 NBC N						84	84	B	10.0	19	778	1704	713	227	786	190	312	293	335	399	714	152	293	321	356	337	85	29	119	73			
NBC NIGHTLY NEWS-SUN.					13	155	155	A	8.7	16	677	1761	685	295	732	195	320	356	377	311	785	202	422	412	426	308	93	36	151	75			
SUN. 6.30P 30 NBC N						81	83	B	8.6	15	669	1696	703	243	765	178	314	348	382	351	735	183	326	351	372	328	63	26	133	78			
NBC NIGHTLY NEWS M-F					108	207	208	A	13.2	23	1027	1585	695	199	767	171	298	279	346	404	646	140	275	276	331	317	81	43	91	52			
6.30P 30 NBC N						99	99	B	13.4	23	1043	1617	712	238	773	174	317	304	359	395	668	162	290	287	307	326	68	33	108	69			
NBC THURSDAY NIGHT MOV(B)						163		A	11.2	18	871	1752	600	290	634	271	452	431	316	112	729	382	567	434	311	127	206	48	183	134			
2 THU. 9.00P 120 NBC FF						79																											
9.00 - 9.30								A	11.3	17	879	1816	606	276	637	283	443	405	294	129	696	351	527	410	303	131	215	37	268	170			
9.30 - 10.00								A	11.1	17	864	1850	638	304	671	298	475	436	310	124	747	388	575	444	330	131	214	47	218	166			
10.00 - 10.30								A	11.4	18	887	1723	588	296	616	253	455	445	334	94	774	412	619	465	329	128	189	56	144	111			
10.30 - 11.00								A	10.8	18	840	1635	571	285	615	257	443	450	324	98	706	389	562	423	286	115	210	56	104	83			
NBC TUESDAY MOVIE(S)					202			A	18.2	27	1416	1600	790	332	871	269	485	446	466	322	616	163	318	322	319	248	75	48	38	28			
1 TUE. 9.00P 120 NBC FF						99																											
9.00 - 9.30								A	17.8	26	1385	1592	785	308	861	264	465	421	448	340	605	155	290	301	310	272	69	45	57	47			
9.30 - 10.00								A	18.0	26	1400	1600	778	324	859	271	485	440	462	320	616	145	308	324	335	256	81	53	44	33			
10.00 - 10.30								A	18.7	28	1455	1598	798	354	880	273	497	458	476	314	604	165	321	324	307	232	84	55	30	23			
10.30 - 11.00								A	18.2	28	1416	1611	800	339	880	266	492	467	477	310	637	187	348	338	324	234	69	39	25	14			
NERO WOLFE					7	188		A	11.5	19	895	1540	683	202	735	180	340	322	337	342	627	179	315	316	339	272	92	39	86	52			
2 FRI. 9.00P 60 NBC PD						96		B	13.5	21	1050	1725	767	288	845	226	424	427	417	343	668	178	323	325	342	293	109	63	103	65			
9.00 - 9.30								A	11.4	19	887	1599	692	231	748	198	372	341	339	332	638	200	336	334	331	261	121	55	92	57			
9.30 - 10.00								A	11.5	19	895	1485	677	172	724	163	310	305	337	354	619	159	293	297	347	289	65	23	77	46			
NEWSBREAK-M-F					87	173	168	A	16.5	24	1284	1925	689	279	778	270	431	403	342	273	604	219	366	323	277	202	189	85	354	232			
MON. 8.57P 2 CBS N						93	91	B	16.9	25	1315	1951	711	276	796	273	445	399	359	287	622	207	353	330	308	216	186	90	347	226			
1 TU&TH 8.58P 1																																	
1 WED. 8.28P 1																																	
1 FRI. 9.05P 1																																	
2 TU-F 8.58P 1																																	
NEWSBREAK-SAT.					18	169	157	A	12.5	21	973	1650	624	200	701	201	361	343	328	300	559	191	310	331	276	190	138	70	252	158			
SAT. 8.58P 1 CBS N						91	88	B	13.7	22	1066	1915	725	268	800	275	440	404	366	289	655	249	377	353	295	218	154	64	306	204			
NEWSBREAK-SUN.					18	181	179	A	21.6	31	1680	1882	709	268	802	301	471	384	364	273	661	265	367	333	271	228	226	130	193	129			
1 SUN. 8.54P 2 CBS N						95	94	B	21.4	30	1665	1889	783	305	872	259	446	400	404	357	631	185	313	291	296	269	181	99	205	147			
2 SUN. 8.58P 1																																	
ONE DAY AT A TIME					15	197		A	20.7	30	1610	1804	743	241	822	194	333	337	368	415	677	193	320	361	305	289	138	102	167	133			
2 SUN. 8.30P 30 CBS CS						99		B	22.7	32	1766	1848	794	309	884	250	420	383	399	390	632	172	299	285	299	283	14	89	184	131			
PEOPLE'S CHOICE AWARDS(S)						190		A	23.0	36	1789	1632	849	314	936	294	518	456	426	356	508	151	250	227	230	215	102	67	86	60			
2 THU. 9.00P 120 CBS AC						98																											
9.00 - 9.30								A	22.4	34	1743	1655	804	302	903	273	481	407	415	372	533	137	255	252	262	235	104	67	115	81			
CONT'D																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
• LATE FRINGE																													
ABC NEWS:NIGHTLINE M TH		34	191	191				A	7.4	22	576	1436	621 259	678 157	342 341	382 289				688 230	375 369	348 211			66^ 29^	LT LT			
M-TH 11.30P 30 ABC N		98	98					B	8.0	24	622	1371	610 213	654 160	322 339	375 256				660 216	350 326	334 240			48 17	9 LT			
ABC WEEKEND REPORT-SAT.		21	173	168				A	8.8	18	685	1467	662 243	701 316	453 317	276 214				547 251	367 293	246 135^			137^ 64^	82^ 82^			
SAT. 11.00P 15 ABC N		92	92					B	8.2	17	638	1494	634 249	685 248	416 377	348 214				611 241	383 330	291 188			113 60	85 65			
ABC WEEKEND REPORT-SUN.		22	170	171				A	5.4	11	420	1426	568 247^	612 213^	423 338	325 161^				679 260^	445 472	392 142^			104^ 30^	31^ 31^			
SUN. 11.00P 15 ABC N		93	93					B	5.5	13	428	1452	605 248	655 231	401 377	360 179				679 282	431 409	329 177			92 44	26 24			
CBS NEWS SPEC.RPT.-THUR.(S)						181		A	9.7	29	755	1482	658 385	766 221^	396 449	370 264^				585 259^	380 333	265^ 165^			93^ 76^	38^ 25^			
2 THU. 11.30P 38 CBS N						97		A	9.9	29	770	1477	645 366	755 213^	377 424	366 270^				594 256^	383 335	276^ 171^			87^ 65^	41^ 23^			
CBS SUNDAY NEWS-BRADLEY		24	128	129				A	8.6	18	669	1363	681 164^	693 203	387 375	351 255				591 212	335 353	310 184			22^ 22^	57^ 24^			
SUN. 11.00P 15 CBS N		71	71					B	8.3	17	646	1475	725 238	795 215	394 382	419 330				590 190	309 279	298 242			58 33	32 17			
CHARLIE'S ANGELS-12.00		8	176	176				A	3.7	17	288	1219	538 222^	618 235^	308^ 214^	281^ 265^				521 170^	289^ 313^	320^ 163^			80^ 18^	LT LT			
THU. 12.00M 68 ABC PD		95	95					B	4.3	20	335	1075	442 175	491 194	274 253	251 154				504 170	295 270	254 175			73 34	LT LT			
12.00 - 12.30								A	4.1	16	319	1339	642 253^	708 275^	411 291^	336^ 245^				558 150^	295^ 342^	360^ 182^			73^ LT	LT LT			
12.30 - 1.00								A	3.6	18	280	1050	422^ 167^	493 175^	185^ 132^	214^ 268^				468 158^	253^ 281^	288^ 154^			89^ 25^	LT LT			
FANTASY ISLAND-12.00		8	170	174				A	3.9	19	303	1092	577 214^	637 307^	395^ 353^	266^ 136^				412 247^	336^ 277^	158^ 37^			43^ 30^	LT LT			
MON. 12.00M 69 ABC A		94	95					B	3.6	17	280	1089	511 231	572 226	389 356	286 115				468 246	341 227	174 103			38 LT	LT LT			
12.00 - 12.30								A	3.8	15	296	1166	575 173^	626 267^	393^ 368^	311^ 142^				483 293^	391^ 349^	180^ 33^			57^ 40^	LT LT			
12.30 - 1.00								A	4.0	21	311	1096	635 260^	710 363^	428 367^	267^ 157^				354^ 228^	300^ 228^	126^ 32^			32^ 19^	LT LT			
FRIDAYS		21	177	176				A	7.9	23	615	1590	513 341	617 323	468 378	254 78^				635 412	555 345	202 58^			288 94^	50^ 36^			
FRI. 11.30P 70 ABC GV		96	96					B	7.3	22	568	1544	502 232	551 293	438 349	233 69				618 386	519 380	204 67			294 135	81 71			
11.30 - 12.00								A	8.4	22	654	1627	583 343	673 320	491 420	296 107^				660 410	551 358	216 71^			265 123^	29^ 16^			
12.00 - 12.30								A	7.5	24	584	1628	473 361	606 336	482 374	242 54^				624 422	572 338	190^ 46^			327 85^	71^ 56^			
LATE MOVIE I		106	161	160				A	6.7	24	521	1332	592 293	685 274	457 438	335 145				562 240	403 363	287 103^			71^ 32^	14^ LT			
M & TU 11.30P 71 CBS FF		89	89					B	6.3	22	490	1357	629 264	707 278	463 425	358 164				544 220	373 345	282 123			82 40	24 18			
1 WED. 12.00M 69								A	7.7	22	599	1409	628 328	733 296	487 443	352 162				553 234	381 357	280 117			102 40^	21^ LT			
1 THU. 11.30P 65								A	6.6	25	513	1294	586 286	662 260	441 426	326 146				563 242	407 359	288 101^			57^ 32^	12^ LT			
1 FRI. 11.30P 78								A	5.3	27	412	1282	559 252	670 230	412 499	367 121^				612 315	493 369	253 70^			LT LT	LT LT			
2 WED. 11.30P 73																													
2 THU. 12.08A 71																													
2 FRI. 11.30P 74																													
11.30 - 12.00																													
12.00 - 12.30																													
12.30 - 1.00																													
LATE MOVIE II		99	161	160				A	4.6	27	358	1277	556 259	609 230	440 428	332 105^				578 254	436 395	291 83^			70^ 41^	20^ LT			
MON. 12.41A 45 CBS FF		89	89					B	4.4	25	342	1292	585 224	637 273	438 380	318 125				556 233	406 369	293 102			83 39	16 LT			
1 TUE. 12.41A 38																													
1 WED. 1.09A 53																													
1 THU. 12.35A 43																													
1 FRI. 12.48A 45																													
2 TUE. 12.41A 41																													
2 WED. 12.43A 47																													
2 THU. 1.19A 39																													
2 FRI. 12.44A 48																													
12.30 - 1.00																													
CONT'D																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. AUD. % (0.000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11										
																		TOTAL	18-34	18-49	25-54	35-64			55+	TOTAL	18-34	18-49	25-54	35-64	55+			
LATE FRINGE CONT'D										A	4.7	28	366	1238	515	235	550	208	398	391	301	98^	582	252	421	404	289	93^	84^	51^	22^	LT		
LATE MOVIE II-CONT'D										A	4.0	33	311	1238	452	145^	546	154^	303	438	344	108^	692	338	576	467	354	51^	LT	LT	LT	LT		
1.00 - 1.30										A	4.1	19	319	1392	610	259^	741	316^	488	420	348^	153^	583	203^	401	316^	326^	129^	68^	26^	LT	LT		
1.30 - 2.00										B	4.8	22	373	1310	545	234	628	255	386	333	294	170	580	271	408	284	246	143	96	69	LT	LT		
LOVE BOAT-12.00										A	4.3	17	335	1346	597	259^	741	285^	454	405	351^	177^	528	200^	364	244^	265^	144^	77^	35^	LT	LT		
WED. 12.00M 68 ABC CS 9 176 172										A	3.9	20	303	1502	633	276^	778	376^	560	435	352^	128^	663	201^	465	416	416	115^	61^	20^	LT	LT		
12.00 - 12.30										A	3.4	16	265	1283	433^	238^	482	215^	324^	301^	181^	113^	645	335^	520	374^	223^	121^	156^	106^	LT	LT		
12.30 - 1.00										B	3.4	17	265	1159	373	188	436	202	295	252	191	99	494	248	384	294	210	95	197	93	32	32		
MIDNIGHT SPECIAL										A	4.5	18	350	1263	466	274^	538	172^	333^	326^	231^	160^	623	237^	440	328^	283^	175^	102^	62^	LT	LT		
FRI. 12.30A 90 NBC PC 22 195 196										A	3.3	16	257	1245	433^	211^	460^	253^	315^	295^	141^	90^	646	358^	541	385^	195^	105^	139^	116^	LT	LT		
1.00 - 1.30										A	2.4	15	187	1348	381^	215^	424^	258^	343^	267^	144^	54^	669	482^	626^	423^	144^	43^	255^	170^	LT	LT		
1.30 - 2.00										B	1.4	6	109	459^	230^	LT	230^	92^	92^	46^	65^	119^	156^	101^	138^	64^	55^	LT	73^	LT	LT	LT		
NBC LATE NIGHT MOVIE										A	2.1	9	163	794	302	99	341	158	195	164	148	115	397	186	295	245	184	85	LT	LT	LT	LT		
1 SUN. 11.30P 73 NBC FF 16 84 84										A	1.9	6	148	1541	635^	81^	635^	372^	406^	156^	134^	209^	812^	494^	677^	359^	229^	115^	94^	LT	LT	LT	LT	
2 SUN. 11.30P 105										A	1.5	7	117	940^	367^	69^	367^	188^	222^	128^	111^	119^	385^	171^	308^	188^	180^	60^	188^	LT	LT	LT	LT	
11.30 - 12.00										A	.7	4	54	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
12.00 - 12.30										A	2.3	17	179	1313^	435^	95^	474^	257^	274^	196^	95^	200^	765^	508^	642^	340^	257^	112^	74^	LT	LT	LT	LT	
12.30 - 1.00										B	2.3	17	179	1313	435	95	474	257	274	196	95	200	765	508	642	340	257	112	74	LT	LT	LT	LT	
POLICE STORY										A	2.5	17	195	1292	441^	113^	477^	261^	298^	216^	108^	179^	759^	456^	615^	365^	303^	118^	50^	LT	LT	LT	LT	
2 WED. 1.08A 46 ABC OP 1 162 92										A	2.1	18	163	1344^	436^	68^	479^	257^	257^	184^	86^	222^	779^	570^	675^	320^	209^	104^	86^	LT	LT	LT	LT	
1.00 - 1.30										A	2.3	16	179	888^	620^	279^	620^	179^	202^	475^	358^	145^	190^	140^	151^	LT	LT	39^	78^	50^	LT	LT		
POLICE WOMAN										B	3.2	25	249	945	424	166	487	199	279	248	220	138	404	216	296	204	166	87	54	46	LT	LT		
1 WED. 1.08A 47 ABC OP 8 164 93										A	2.5	16	195	1005^	641^	293^	641^	190^	231^	497^	400^	144^	272^	175^	200^	46^	25^	72^	92^	36^	LT	LT		
1.00 - 1.30										A	2.2	17	171	731^	579^	252^	579^	158^	433^	304^	146^	93^	93^	93^	LT	LT	LT	59^	59^	LT	LT			
1.30 - 2.00										A	8.9	26	692	1467	491	229	548	301	414	298	189	115^	597	368	490	369	205	55^	273	135^	49^	49^		
SATURDAY NIGHT										B	9.8	29	762	1546	516	246	586	303	446	344	234	103	638	375	513	409	232	76	262	127	60	49		
SAT. 11.30P 80 NBC GV 21 213 213										A	9.7	25	755	1564	543	245	597	308	450	343	228	126^	648	388	510	397	232	74^	276	132^	43^	43^		
11.30 - 12.00										A	8.6	26	669	1407	475	216	539	305	400	280	179^	117^	552	346	465	352	188	39^	271	134^	45^	45^		
12.00 - 12.30										A	8.1	28	630	1376	424	210	472	284	370	242	134^	93^	573	368	490	346	183^	44^	274	144^	57^	57^		
12.30 - 1.00										A	3.8	20	296	1162	538	193^	602	207	324	301	255	223	507	220	300	277	219	146^	47^	LT	LT	LT	LT	
TOMORROW COAST TO COAST-1										B	3.8	20	296	1132	520	194	583	174	290	281	274	230	486	195	307	268	216	144	58	20	LT	LT	LT	LT
M-TH 12.30A 30 NBC CC 86 191 192										A	2.6	19	202	1059	421	144^	505	188^	268^	237^	198^	198^	525	302	372	292	174^	104^	29^	LT	LT	LT	LT	
TOMORROW COAST TO COAST-2										B	2.5	19	195	1022	419	141	483	148	245	229	225	191	492	222	347	300	207	112	45	LT	LT	LT	LT	
1 M-W 1.00A 56 NBC CC 86 192 193										A	2.8	19	218	1142	471	169^	549	187^	302	275	229^	210^	545	302	371	293	183^	124^	48^	LT	LT	LT	LT	
1 THU. 1.00A 50										A	2.3	19	179	1000	351	117^	463	189^	234^	201^	168^	184^	531	318^	391	302^	168^	90^	LT	LT	LT	LT		
2 M & TH 1.00A 56										A	8.0	26	622	1395	629	236	667	194	359	327	324	257	634	208	346	311	304	235	81^	24^	13^	9^		
2 TUE. 1.00A 57										B	7.5	24	584	1335	604	232	648	201	347	325	317	243	587	220	347	309	271	191	83	33	17	12		
2 WED. 1.00A 58										A	8.9	26	692	1454	651	236	685	204	368	342	328	260	672	218	365	326	312	256	80^	22^	17^	13^		
1.00 - 1.30										A	7.0	26	545	1310	613	237	646	185	347	310	314	255	583	189	317	293	296	211	75^	20^	LT	LT		
1.30 - 2.00										A	8.0	26	622	1395	629	236	667	194	359	327	324	257	634	208	346	311	304	235	81^	24^	13^	9^		
TONIGHT SHOW										B	7.5	24	584	1335	604	232	648	201	347	325	317	243	587	220	347	309	271	191	83	33	17	12		
M-F 11.30P 60 NBC GV 107 213 212										A	8.9	26	692	1454	651	236	685	204	368	342	328	260	672	218	365	326	312	256	80^	22^	17^	13^		
11.30 - 12.00										A	7.0	26	545	1310	613	237	646	185	347	310	314	255	583	189	317	293	296	211	75^	20^	LT	LT		
12.00 - 12.30										A	7.0	26	545	1310	613	237	646	185	347	310	314	255	583	189	317	293	296	211	75^	20^	LT	LT		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKDAY DAYTIME CONT'D																																	
CARD SHARKS																																	
M-F		12.00N	30	NBC	QG	107	140	135	A	2.8	11	218	1344	926	224^	944	178^	408	381	414	490	321	27^	63^	65^	120^	248^	24^	LT	55^	24^		
						69	66	B	3.1	12	241	1344	797	163		847	179	351	341	362	442	320	61	108	96	146	198	70	35	107	57		
DAYS OF OUR LIVES																																	
M-F		1.00P	60	NBC	DD	108	209	208	A	5.8	21	451	1228	834	112^	928	275	448	417	367	416	230	51^	66^	36^	75^	159	43^	18^	27^	20^		
						99	99	B	5.6	20	436	1298	845	159		925	293	458	396	358	419	272	50	76	62	105	180	50	32	51	24		
1.00 - 1.30								A	5.6	20	436	1248	839	102^		933	265	438	412	375	426	244	52^	68^	36^	77^	172	45^	18^	26^	18^		
1.30 - 2.00								A	5.9	21	459	1209	836	121^		934	285	457	424	364	415	207	46^	58^	28^	67^	146	42^	20^	26^	22^		
DOCTORS																																	
M-F		12.30P	30	NBC	DD	106	186	185	A	3.9	15	303	1149	848	129^	917	251	433	396	379	432	181^	26^	30^	37^	70^	134^	27^	23^	24^	LT		
						90	91	B	3.8	15	296	1262	809	185		867	265	423	393	344	384	265	59	77	68	132	166	69	48	61	32		
EDGE OF NIGHT																																	
1 M-F		4.00P	30	ABC	DD	100	153	152	A	4.9	14	381	1394	876	254	936	419	687	577	389	195	236	73^	113^	87^	97^	110^	96^	90^	126^	64^		
2 M-TH		4.00P	30			82	81	B	5.1	15	397	1404	763	246		858	374	573	475	345	220	285	125	160	108	101	115	125	111	136	70		
FAMILY FEUD																																	
M-F		12.00N	30	ABC	QP	108	189	187	A	6.5	25	506	1368	726	191	820	307	480	391	381	273	327	100^	149	103^	120	160	49^	20^	172	50^		
						95	94	B	6.5	25	506	1379	748	173		837	348	512	422	358	262	306	117	163	133	120	127	90	65	146	68		
GENERAL HOSPITAL																																	
1 M-F		3.00P	60	ABC	DD	104	198	197	A	12.7	39	988	1381	755	140	860	476	647	489	290	160	195	87	119	68	57^	70	169	146	157	82		
2 M-TH		3.00P	60			99	99	B	11.5	36	895	1376	765	180		856	453	625	464	301	176	201	90	120	77	66	74	168	138	151	90		
2 FRI.		3.30P	60																														
3.00 - 3.30								A	12.5	39	973	1359	762	132		867	485	655	488	289	162	184	80	110	66	55^	66	162	142	146	66		
3.30 - 4.00								A	12.9	38	1004	1407	761	142		867	477	653	498	297	156	194	90	122	69	56^	67	179	151	167	95		
4.00 - 4.30																																	
GOOD MORNING, AMERICA																																	
M-F		7.30A	30	ABC	N	109	200	200	A	5.3	27	412	1320	728	269	747	186	361	377	387	298	400	93^	167	153	183	204	59^	17	114^	66^		
						99	99	B	4.9	27	381	1347	717	240		770	222	402	403	391	280	404	121	183	160	171	182	63	17	110	67		
GOOD MORNING, AMERICA																																	
M-F		8.30A	30	ABC	N	109	201	201	A	5.9	28	459	1209	760	188	780	198	364	387	403	336	342	76^	114^	116^	160	193	23^	17	64^	15^		
						98	98	B	6.1	29	475	1219	756	195		793	222	372	390	389	338	344	94	139	140	148	171	24	11	58	25		
GUIDING LIGHT																																	
1 M-F		3.00P	60	CBS	DD	105	195	194	A	8.5	26	661	1301	805	183	938	204	422	433	446	426	239	57^	70^	65^	85^	149	76^	62^	48^	27^		
2 M-TH		3.00P	60			99	99	B	8.3	26	646	1338	804	173		929	219	414	419	449	424	235	61	95	80	95	127	86	71	88	41		
2 FRI.		3.30P	60																														
3.00 - 3.30								A	8.3	26	646	1268	817	174		959	209	436	453	461	426	224	51^	64^	57^	78^	142	58^	51^	27^	11^		
3.30 - 4.00								A	8.6	26	669	1318	789	185		926	193	404	429	441	431	245	62^	75^	65^	83^	151	88	72^	59^	36^		
4.00 - 4.30								A	8.1	24	630	1449	916	251^		958	266^	490	347^	428	414	336^	93^	110^	130^	124^	184^	67^	45^	88^	88^		
JEFFERSONS M F																																	
1 M-F		10.00A	30	CBS	CS	100	157	153	A	5.4	25	420	1431	639	214	677	339	505	399	249	122^	316	134^	187	148	136^	107^	131^	78^	307	93^		
2 MTUWF		10.00A	30			90	88	B	5.2	25	405	1461	647	179		728	325	483	381	285	202	277	121	166	137	124	92	123	60	333	150		
LAS VEGAS GAMBIT																																	
M-F		10.00A	30	NBC	QG	87	133	136	A	3.2	15	249	1554	959	148^	1020	257	406	304	405	563	418	33^	104^	124^	203^	286	28^	28^	88^	LT		
						75	74	B	3.2	15	249	1481	815	144		888	213	361	323	339	465	435	93	158	172	191	238	43	17	115	53		
LOVE BOAT DAYTIME																																	
M-F		11.00A	60	ABC	CS	109	195	194	A	5.4	24	420	1374	690	251	740	361	529	393	283	158	271	138^	157	106^	79^	89^	86^	60^	277	98^		
						98	98	B	5.8	25	451	1377	669	188		734	360	511	394	277	185	262	142	177	110	87	68	142	100	239	112		
11.00 - 11.30								A	5.1	23	397	1358	692	244		740	345	524	403	295	157	277	136^	159	103^	83^	97^	89^	60^	252	86^		
11.30 - 12.00								A	5.8	25	451	1341	668	242		718	367	519	375	265	148	255	135	149	99^	69^	85^	78^	55^	290	104^		
MAGAZINE(S)																																	
2 THU.		10.00A	60	CBS	DN		178		A	4.4	19	342	1287	763	301^	816	395^	547^	345^	334^	207^	170^	21^	21^	38^	62^	132^	35^	26^	266^	20^		
						93																											
10.00 - 10.30								A	4.4	19	342	1240	740	286^		775	353^	502^	351^	336^	203^	128^	40^	40^	40^	20^	88^	27^	27^	310^	LT		
10.30 - 11.00								A	4.3	18	335	1334	797	313^		859	442^	596^	340^	328^	212^	209^	40^	40^	33^	101^	176^	45^	27^	221^	40^		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TOTAL	TEENS (12-17) FEM	CHILDREN (2-11) TOTAL 6-11							
										18-34	18-49			25-54	35-64	55+	18-34	18-49	25-54	35-64	55+												
WEEKDAY DAYTIME CONT'D																																	
MORNING-CHARLES KURALT																																	
M-F		7.00A	60	CBS	N	15	184 185	A	3.1	18	241	1419	664	357	722	120A	295	389	436	295	559	181A	285	215A	291	236A	38V	LT	100A	21V			
							98 98	B	3.1	18	241	1347	597	283	651	85	243	319	385	306	524	136	251	223	307	225	47	26	125	26			
		7.00 - 7.30						A	2.9	18	226	1341	646	350	695	124A	305	403	433	261	508	144A	269	194A	289	231A	LT	LT	124A	LT			
		7.30 - 8.00						A	3.3	17	257	1432	662	343	728	118A	281	370	423	315	588	206A	288	227A	288	237	46V	19V	70A	28V			
NEWSBREAK 11.57																																	
M-F		11.57A	2	CBS	N	105	164 164	A	6.7	28	521	1449	763	153	914	297	482	393	358	381	402	71A	128	103A	139	260	31A	21V	102A	17V			
							89 89	B	6.5	28	506	1410	734	167	851	263	416	370	349	366	355	91	143	128	143	192	48	29	156	53			
NEWSBREAK-3.57																																	
1 M-F		3.57P	2	CBS	N	105	177 177	A	7.1	21	552	1303	783	177	936	217	423	423	436	424	214	46A	63A	47A	69A	146	96A	77A	57A	36A			
2 M-TH		3.57P	2				94 94	B	6.9	21	537	1355	799	168	928	227	406	412	441	419	239	63	100	84	94	126	100	82	88	44			
2 FRI.		4.27P	2																														
ONE DAY AT A TIME-M-F																																	
1 M-F		4.00P	30	CBS	CS	98	128 124	A	4.6	14	358	1623	714	203	813	295	495	400	394	279	320	68A	126A	133A	141A	158A	189	95A	301	126A			
2 M-TH		4.00P	30				73 71	B	4.6	14	358	1523	695	187	784	274	442	381	379	280	285	88	131	123	119	124	202	130	252	146			
ONE LIFE TO LIVE																																	
1 M-F		2.00P	60	ABC	DD	104	197 197	A	9.4	32	731	1260	826	164	915	513	704	542	320	149	179	91	117	64A	45A	59A	77A	75A	89	17V			
2 M-TH		2.00P	60				99 99	B	9.3	32	724	1295	818	184	902	483	670	514	318	167	193	86	119	79	63	68	98	83	102	38			
2 FRI.		2.39P	51																														
		2.00 - 2.30						A	8.9	31	692	1243	826	161	911	512	717	546	325	138	187	102	129	76A	46A	54A	63A	63A	82A	LT			
		2.30 - 3.00						A	9.9	33	770	1249	820	157	906	511	695	532	312	149	169	86	109	56A	42A	58A	86	79	88	18V			
		3.00 - 3.30						A	10.0	34	778	1279	759	211A	854	476	602	532	286A	161A	164A	48V	73V	25V	53V	91A	103A	103A	158A	102A			
PASSWORD PLUS																																	
M-F		11.30A	30	NBC	QG	106	182 185	A	4.5	19	350	1331	908	190	948	209	424	422	472	428	343	62A	106A	128A	115A	201	23V	LT	17V	LT			
							93 94	B	4.5	19	350	1262	765	136	814	165	332	357	389	396	338	86	116	134	128	183	50	22	60	31			
PRICE IS RIGHT 1																																	
M-F		11.00A	30	CBS	AP	106	192 190	A	6.4	29	498	1492	739	148	860	308	432	305	279	390	438	101A	165	143	140	255	33A	18V	161	28V			
							95 95	B	6.4	29	498	1431	718	167	833	276	418	355	332	359	357	93	146	123	142	194	53	26	188	61			
PRICE IS RIGHT 2																																	
M-F		11.30A	30	CBS	AP	106	192 190	A	7.4	32	576	1465	768	137	900	308	457	331	313	400	422	79A	136	118	136	268	28A	15V	115	21V			
							95 95	B	7.3	31	568	1425	744	158	852	265	413	355	346	376	366	87	141	123	148	206	49	28	158	54			
RYAN'S HOPE																																	
M-F		12.30P	30	ABC	DD	108	185 184	A	6.9	27	537	1298	749	244	877	448	644	476	342	172	273	119	174	117	105A	85A	52A	52A	96A	LT			
							96 96	B	6.9	27	537	1344	782	210	879	430	623	493	344	186	259	114	170	125	99	77	95	72	111	37			
SEARCH FOR TOMORROW																																	
M-F		12.30P	30	CBS	DD	106	188 185	A	6.2	24	482	1338	769	219	892	270	463	439	375	372	336	79A	110A	85A	135	205	41A	33A	69A	10V			
							96 96	B	6.3	25	490	1322	758	179	876	238	401	412	379	397	301	67	105	94	124	176	41	30	104	33			
TEXAS																																	
M-F		3.00P	60	NBC	DD	108	199 198	A	4.4	13	342	1208	739	152A	862	251	438	398	375	359	216	26V	64A	62A	122A	138A	51A	44V	79A	47A			
		3.00 - 3.30					95 95	B	4.8	15	373	1251	756	193	846	253	442	410	371	345	233	56	78	60	91	139	71	56	101	61			
		3.30 - 4.00						A	4.3	14	335	1188	754	143A	880	271	454	409	373	364	200	21V	54A	57A	110A	128A	42V	36V	66A	45V			
								A	4.6	14	358	1190	699	156A	819	227	411	374	363	347	226	31V	73A	67A	131A	139A	55A	50A	90A	51A			
TODAY SHOW-7.30AM																																	
M-F		7.30A	30	NBC	N	110	215 215	A	5.3	27	412	1386	837	198	849	192	364	313	437	449	471	102A	163	172	226	274	29V	12V	37V	20V			
							99 99	B	5.0	27	389	1387	767	167	798	171	325	283	391	433	514	92	171	174	238	310	26	LT	49	34			
TODAY SHOW-8.30AM																																	
M-F		8.30A	30	NBC	N	109	212 212	A	6.0	28	467	1308	845	133	851	146	310	265	362	507	441	77A	137	151	232	270	LT	LT	11V	LT			
							99 99	B	6.0	29	467	1298	764	144	793	146	290	269	377	454	447	74	140	143	213	274	16	LT	42	25			
WHEEL OF FORTUNE																																	
M-F		11.00A	30	NBC	QG	107	192 190	A	5.1	23	397	1348	908	141A	963	267	481	410	432	411	342	55A	87A	119A	136A	211	15V	LT	28V	LT			
							95 95	B	4.7	22	366	1286	767	124	818	196	356	367	370	383	343	77	106	134	140	193	51	21	74	33			
YOUNG AND THE RESTLESS																																	
M-F		1.00P	60	CBS	DD	106	197 195	A	8.0	29	622	1296	799	141	962	335	516	389	376	389	230	86A	111	65A	83A	101	33A	30A	71A	10V			
							99 99	B	7.7	28	599	1276	790	147	916	292	476	430	403	371	199	61	86	71	78	97	49	39	112	35			
CONT'D																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																															
DRAWING POWER						18	150	174	A	3.6	13	280	1739	275	68	350	160	160	92	73	190	433	172	240	150	129	165	228	35	728	399
SAT. 12.30P 30 NBC CL						80	91	B	3.8	13	296	1671	295	104	333	160	224	153	122	101	408	186	294	202	163	87	207	74	723	380	
FACE THE NATION						24	184	183	A	3.9	16	303	1343	415	122	458	112	178	161	168	264	716	45	184	267	410	449	41	128	85	
SUN. 11.30A 30 CBS CC						98	98	B	3.9	14	303	1367	528	129	592	150	238	214	231	310	638	120	266	322	355	286	54	17	83	47	
FLINTSTONE'S COMEDY SHW 1						15	204	207	A	4.1	19	319	1815	291	81	332	181	194	113	103	120	220	91	182	147	113	25	160	79	1103	736
SAT. 9.00A 30 NBC CA						99	99	B	4.5	21	350	1689	205	67	230	120	159	120	83	54	156	75	112	82	69	36	238	98	1065	633	
FLINTSTONE'S COMEDY SHW 2						15	204	207	A	4.6	19	358	1743	239	64	289	139	153	93	106	113	188	129	166	83	59	17	224	62	1042	637
SAT. 9.30A 30 NBC CA						99	99	B	5.1	21	397	1736	192	61	228	129	157	97	73	56	167	94	122	78	63	35	253	87	1088	673	
FLINTSTONE'S COMEDY SHW 3						15	204	207	A	4.8	18	373	1619	298	99	330	105	121	57	120	192	195	99	115	79	75	46	308	88	786	445
SAT. 10.00A 30 NBC CA						99	99	B	5.2	20	405	1658	206	84	243	127	164	96	75	71	217	111	165	105	89	43	267	112	931	580	
FONZ/HAPPY DAYS GANG						17	193	193	A	7.5	34	584	1810	168	35	179	101	152	121	62	22	160	80	140	125	71	9	194	91	1277	700
SAT. 9.00A 30 ABC CA						99	99	B	6.7	31	521	1655	204	58	213	119	149	116	74	46	141	71	112	92	60	24	165	72	1136	723	
GODZILLA/HONG KONG 1						15	192	196	A	2.9	21	226	1655	279	17	284	149	163	74	68	95	146	45	45	61	66	53	100	17	1125	589
SAT. 8.00A 30 NBC CA						98	98	B	2.7	21	210	1514	169	45	178	89	103	72	64	59	124	68	88	73	50	24	104	17	1108	640	
GODZILLA/HONG KONG 2						15	192	197	A	3.6	20	280	1900	321	36	321	166	215	110	98	93	268	211	211	65	38	36	147	42	1164	733
SAT. 8.30A 30 NBC CA						98	98	B	3.7	21	288	1688	224	56	231	109	145	122	88	64	157	100	116	77	43	29	146	48	1154	675	
GREATEST SUPERFRIENDS-1						18	177	178	A	4.3	31	335	1585	246	87	275	113	221	152	162	34	86	80	86	21	17	17	107	65	1117	627

						90	92		B	3.6	25	280	1662	249	99	271	166	199	136	81	52	196	88	150	123	80	40	155	44	1040	594
						18	177	178	A	5.9	33	459	1654	214	118	233	124	215	167	109	17	103	58	85	74	33	12	159	78	1159	615
						90	92		B	5.2	27	405	1618	215	78	231	127	163	123	85	49	146	72	120	99	59	21	185	77	1056	609
						22	194	194	A	7.4	29	576	1854	241	71	302	172	187	139	95	72	278	202	239	124	52	35	453	95	821	485
						98	98		B	6.9	27	537	1643	240	92	271	153	199	145	95	49	246	151	200	118	72	39	257	109	869	522
						23	185	194	A	4.1	25	319	1483	204	56	233	62	113	103	145	89	258	138	199	132	78	59	177	100	815	461
						99	99		B	3.6	25	280	1399	219	82	236	126	172	126	74	50	213	76	147	119	102	59	107	44	843	428
						23	185	196	A	5.5	29	428	1390	258	181	281	181	222	139	100	46	237	155	183	139	58	54	143	102	729	407
						98	99		B	5.6	29	436	1512	256	111	289	144	208	157	112	57	210	95	157	131	91	44	147	62	866	452
						23	201	200	A	7.9	35	615	1842	393	186	424	233	325	194	165	90	341	232	293	228	83	48	328	164	749	423
						99	99		B	7.7	34	599	1640	299	120	341	202	250	172	103	70	283	159	221	151	100	52	206	92	810	387
						23	201		A	9.8	39	762	1997	456	197	456	290	344	108	118	112	486	364	378	304	96	54	223	122	832	467
						99			B	9.1	36	708	1756	362	162	407	239	307	200	137	74	349	211	274	181	114	56	238	106	762	381
						1	194		A	6.6	25	513	1680	308	125	341	141	240	218	140	101	407	173	313	266	200	94	148	19	784	362
						99			B	6.6	25	513	1680	308	125	341	141	240	218	140	101	407	173	313	266	200	94	148	19	784	362
						22	181	189	A	7.0	26	545	1571	363	130	385	210	278	157	110	107	336	182	233	162	104	81	126	15	724	366
						93	97		B	6.5	24	506	1669	320	120	387	222	273	172	123	84	284	159	207	145	93	64	241	106	757	410
						21	184	185	A	6.7	24	521	1476	416	144	419	198	251	155	133	149	307	167	204	137	82	81	197	86	553	278
						98	97		B	7.0	25	545	1530	337	128	384	188	254	179	150	101	284	127	196	147	125	75	238	120	624	358
						21	166	168	A	6.6	24	513	1517	544	185	601	191	369	277	246	207	224	95	129	121	90	55	119	37	573	320
						92	90		B	7.2	25	560	1552	301	115	341	156	215	160	148	101	274	130	186	131	106	83	276	136	661	375

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PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	ING	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
																TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM	TOTAL 6-11		
WEEKEND DAYTIME CONT'D																															
IN THE NEWS- 1.26PM						21	165	176	A	6.3	21	490	1894	446	191	464	140	263	197	199	167	353	106	231	208	220	67	254	139	823	465
SAT. 1.26P 3 CBS CN						92	94	B	6.9	23	537	1573	376	134	440	203	294	206	170	133	316	147	218	151	133	91	220	109	597	353	
IN THE NEWS- 8.26AM-SUN.						22	46	A	.6	6	47	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1 SUN. 8.26A 3 CBS CN						32		B	.7	7	54	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
IN THE NEWS- 8.56AM-SUN.						21	41	A	1.0	7	78	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1 SUN. 8.56A 3 CBS CN						33		B	1.0	7	78	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
IN THE NEWS-10.56AM						23	187	195	A	7.0	27	545	1725	420	179	443	249	326	205	132	105	356	214	266	266	121	38	111	40	815	407
SAT. 10.56A 3 CBS CN						97	99	B	7.5	28	584	1653	345	141	390	215	288	179	146	82	305	167	225	159	114	68	187	96	771	375	
IN THE NEWS 11.26AM						23	187	188	A	6.7	26	521	1626	361	179	379	189	257	159	117	122	372	242	273	197	77	68	132	54	743	375
SAT. 11.26A 3 CBS CN						97	97	B	6.9	26	537	1671	343	150	394	229	293	177	135	80	294	160	222	147	114	64	235	119	748	394	
INT'L CHAMPIONSHIP BOXING						6	182	183	A	9.8	25	762	1635	436	158	463	139	272	283	208	136	872	319	566	547	404	255	121	28	179	106
1 SUN. 3.30P 60 ABC SE						92	90	B	9.7	23	755	1595	436	161	493	159	296	251	241	158	842	301	512	487	401	274	128	39	132	90	
2 SUN. 3.15P 75																															
3.30 - 4.00									A	9.3	23	724	1617	479	144	506	147	277	283	202	176	860	305	551	549	398	252	124	15	127	72
4.00 - 4.30									A	10.6	27	825	1639	405	183	429	134	269	277	202	105	911	346	591	564	411	270	111	40	188	113
INVERRARY CLASSIC-SAT.(S)							163		A	3.5	9	272	1176	363	30	389	103	162	103	220	183	607	114	176	250	408	342	96	44	84	84
2 SAT. 4.00P 60 CBS SE							91																								
4.00 - 4.30									A	3.5	10	272	1158	375	34	394	103	174	106	213	185	573	128	191	243	382	305	84	40	107	107
4.30 - 5.00									A	3.5	9	272	1162	346	26	372	104	148	92	217	176	629	95	153	253	427	376	99	43	62	62
INVERRARY CLASSIC SUN.(S)							190		A	6.2	15	482	1421	462	152	506	108	145	141	273	311	841	194	321	367	444	442	59	19	15	11
2 SUN. 4.00P 120 CBS SE							99																								
4.00 - 4.30									A	4.9	13	381	1302	413	148	476	86	110	161	255	289	753	199	294	315	404	378	57	21	16	LT
4.30 - 5.00									A	5.9	15	459	1351	412	122	455	78	105	138	253	296	848	203	345	356	462	432	48	13	LT	LT
5.00 - 5.30									A	6.4	15	498	1464	497	161	537	116	166	138	291	329	869	175	303	361	453	480	42	15	16	16
5.30 - 6.00									A	7.6	17	591	1494	502	164	537	135	180	133	288	321	865	198	331	407	444	458	75	21	17	17
ISSUES AND ANSWERS						21	190	183	A	4.3	16	335	1499	642	78	646	177	261	189	208	358	690	127	271	264	302	365	80	56	83	20
SUN. 12.00N 30 ABC CC						99	97	B	3.9	14	303	1323	537	133	568	126	234	207	248	303	582	151	263	273	297	259	65	27	108	72	
JASON OF STAR COMMAND						21	41		A	.8	6	62	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1 SUN. 8.30A 30 CBS CL						33		B	.8	6	62	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
JASON OF STAR COMMAND						1	174		A	5.9	20	459	2166	444	183	520	178	362	325	253	119	364	78	215	271	254	93	431	169	851	350
2 SAT. 1.00P 30 CBS CL							93	B	5.9	20	459	2166	444	183	520	178	362	325	253	119	364	78	215	271	254	93	431	169	851	350	
JONNY QUEST						22	154	163	A	4.5	16	350	2017	409	111	472	169	252	207	182	170	557	274	416	246	210	83	194	25	794	423
SAT. 12.00N 30 NBC CA						85	86	B	5.1	18	397	1696	270	120	326	173	212	124	99	91	339	176	259	153	122	66	219	95	812	449	
KIDS ARE PEOPLE TOO I						24	122	120	A	3.5	15	272	1349	342	121	356	242	250	165	80	96	317	170	196	73	124	104	180	107	496	323
1 SUN. 10.30A 40 ABC CL						81	81	B	3.1	13	241	1542	389	100	405	202	277	194	162	109	344	167	244	207	148	77	195	104	598	382	
2 SUN. 10.30A 39																															
10.30 - 11.00									A	3.5	15	272	1294	312	136	334	228	242	173	74	73	283	158	180	63	107	88	210	132	467	287
KIDS ARE PEOPLE TOO II						23	122	120	A	4.1	17	319	1420	365	120	387	230	230	142	87	157	390	156	203	101	197	143	128	74	515	355
1 SUN. 11.10A 20 ABC CL						81	81	B	3.6	14	280	1549	406	96	436	197	282	194	178	133	384	175	260	225	176	93	206	110	523	329	
2 SUN. 11.09A 21																															
MEET THE PRESS						24	172	174	A	4.9	18	381	1412	528	181	567	118	166	179	235	331	735	149	317	320	312	370	34	LT	76	57
SUN. 12.30P 30 NBC CC						95	93	B	4.3	16	335	1413	543	148	586	109	184	180	234	345	691	157	260	287	313	338	52	19	84	59	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																WOMEN		MEN					TEENS (12-17)		CHILDREN (2-11)								
WK #	START DAY	TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
MIGHTY MOUSE HECKL-JECKL 23 187																																	
1 SAT. 8.00A 30 CBS CA 99																																	
NBA ON CBS 6 175 174																																	
1 SUN. 1.00P 156 CBS SE 93 94																																	
2 SUN. 1.00P 138																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
3.00 - 3.30																																	
NBA ON CBS GAME 2 1 176																																	
1 SUN. 3.36P 144 CBS SE 93																																	
3.30 - 4.00																																	
4.00 - 4.30																																	
4.30 - 5.00																																	
5.00 - 5.30																																	
5.30 - 6.00																																	
NCAA BASKETBALL GAME-SAT. 9 181 189																																	
1 SAT. 1.00P 120 NBC SE 89 92																																	
2 SAT. 3.30P 124																																	
1.00 - 1.30																																	
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5.00 - 5.30																																	
NCAA BASKETBALL GAME 2 1 184																																	
1 SAT. 3.00P 120 NBC SE 93																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
4.00 - 4.30																																	
4.30 - 5.00																																	
NCAA BASKETBALL GAME-SUN 8 196 199																																	
1 SUN. 1.00P 128 NBC SE 98 97																																	
2 SUN. 1.45P 124																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
3.00 - 3.30																																	
NCAA BASKETBALL SPECIAL(S) 191																																	
2 SUN. 1.00P 45 NBC SC 94																																	
1.00 - 1.30																																	
NCAA BKBL PAIRING SPECIAL(S) 199																																	
2 SUN. 3.49P 11 NBC SC 97																																	

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PROGRAM NAME										AUDIENCE COMPOSITION																							
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
										HOUSEHOLD AUDIENCES		TOTAL		LADY WORK-ING		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	KEY	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	PERSONS (2+)	HOUSE	WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																	
TARZAN/LONE RANGER-1										A	6.7	25	521	1662	305	129	339	149	251	226	138	88	384	166	319	281	195	65	175	19	764	339	
2 SAT. 10.00A 30 CBS CA										B	6.7	25	521	1662	305	129	339	149	251	226	138	88	384	166	319	281	195	65	175	19	764	339	
TARZAN/LONE RANGER-2										A	6.0	23	467	1696	334	135	389	177	282	197	134	107	422	203	354	315	190	68	136	LT	749	320	
2 SAT. 10.30A 30 CBS CA										B	6.0	23	467	1696	334	135	389	177	282	197	134	107	422	203	354	315	190	68	136	LT	749	320	
30 MINUTES										A	5.3	18	412	1680	497	218	519	186	268	267	229	185	435	180	265	235	245	91	209	105	517	260	
SAT. 1.30P 30 CBS DN										B	4.8	16	373	1518	477	173	545	240	349	270	214	167	331	125	189	149	140	130	246	119	396	239	
THREE ROBONIC STOOGES										A	.6	6	47	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1 SJN. 8.00A 30 CBS CA										B	.6	7	47	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
THUNDARR-THE BARBARIAN										A	8.0	31	622	1815	291	109	337	181	243	167	129	72	303	232	283	158	60	20	355	128	820	491	
SAT. 10.30A 30 ABC CA										B	7.8	30	607	1655	246	85	268	159	202	154	91	44	234	146	195	117	74	32	252	121	901	549	
TIME OUT-8:28AM										A	3.9	25	303	1521	210	20	210	92	108	76	56	88	123	50	50	62	57	33	99	LT	1089	637	
SAT. 8.28A 2 NBC CN										B	3.5	26	272	1524	166	33	169	88	119	93	55	43	130	67	85	64	52	36	118	25	1107	672	
TIME OUT-9:28AM										A	4.3	19	335	1707	240	74	302	164	176	96	87	99	203	76	167	142	111	24	158	86	1044	681	
SAT. 9.28A 2 NBC CN										B	4.9	22	381	1744	210	89	235	129	169	129	76	47	136	67	96	68	57	31	243	88	1130	697	
TIME OUT-10:28AM										A	4.6	17	358	1601	254	104	293	89	126	64	136	151	218	86	117	112	111	45	255	92	835	497	
SAT. 10.28A 2 NBC CN										B	4.8	18	373	1649	237	97	268	146	183	107	79	70	211	112	158	105	89	45	252	99	918	587	
TIME OUT-11:28AM										A	5.7	22	443	1587	189	41	261	98	141	74	114	89	196	63	139	97	111	57	389	74	741	431	
SAT. 11.28A 2 NBC CN										B	5.6	21	436	1623	259	88	323	172	209	107	84	101	292	174	224	124	97	56	247	90	761	462	
TIME OUT-12:28PM										A	4.3	15	335	1973	414	123	482	180	267	225	199	152	551	259	389	229	199	109	197	20	743	382	
SAT. 12.28P 2 NBC CN										B	4.6	16	358	1687	268	116	319	170	207	126	100	87	336	179	258	153	116	68	223	97	809	431	
TOM AND JERRY										A	4.3	25	335	1394	286	158	286	158	170	33	86	116	180	102	132	96	30	48	27	27	901	475	
1 SAT. 8.30A 30 CBS CA										B	4.9	27	381	1498	251	107	281	141	201	148	99	62	202	82	145	123	90	51	130	54	885	465	
TOM AND JERRY										A	3.7	23	288	1462	222	115	263	89	155	187	174	35	258	136	212	212	76	46	205	112	736	529	
2 SAT. 8.00A 30 CBS CA										B	3.7	23	288	1462	222	115	263	89	155	187	174	35	258	136	212	212	76	46	205	112	736	529	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. FEB. 23, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	

TV HOUSEHOLDS USING TV WK 1	64.8	65.9	66.2	67.6	67.7	70.4	71.3	72.1	71.3	71.5	69.5	68.8	64.8	62.6	61.7	60.1
(See Def. 1) WK 2	61.3	63.4	64.9	67.6	68.5	70.5	71.2	71.5	69.2	68.8	66.1	65.4	64.0	62.8	61.5	59.7

U.S. TV Households: 77,800,000

For explanation of symbols See page A

EVE. MON. MAR. 2, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W	TOTAL AUDIENCE (Households (000) & %)						19,220 24.7	18,980 24.4	17,820 22.9	14,940 19.2	14,320 18.4								
	ABC TV						HAPPY DAYS	LAVERNE & SHIRLEY	THREE'S COMPANY	TOO CLOSE FOR COMFORT (OP)	HART TO HART								
	AVERAGE AUDIENCE (Households (000) & %)						17,430 22.4	17,510 22.5	15,560 20.0	13,540 17.4	11,750 15.1								
	SHARE OF AUDIENCE %						34	34	29	25	23								
E	TOTAL AUDIENCE (Households (000) & %)						15,090 19.4	29,330 37.7		CBS TUESDAY NIGHT MOVIES FALLEN ANGEL									
	CBS TV						THAT'S MY LINE (OP)												
	AVERAGE AUDIENCE (Households (000) & %)						11,830 15.2	14.4*	15.9*	22,100 28.4	26.0*	28.3*		30.0*		29.4*			
	SHARE OF AUDIENCE %						23	22 *	24 *	42	37 *	41 *		45 *		45 *			
K	TOTAL AUDIENCE (Households (000) & %)						16,960 21.8	19,840 25.5		NBC TUESDAY MOVIE EVILIA PERON, PART 2									
	NBC TV						LOBO (OP)												
	AVERAGE AUDIENCE (Households (000) & %)						13,690 17.6	17.0*	18.1*	14,160 18.2	17.8*	18.0*		18.7*		18.2*			
	SHARE OF AUDIENCE %						27	26 *	27 *	27	26 *	26 *		28 *		28 *			
1	TOTAL AUDIENCE (Households (000) & %)						20,690 26.6	18,980 24.4	19,290 24.8	17,510 22.5	20,070 25.8								
	ABC TV						HAPPY DAYS	LAVERNE & SHIRLEY	THREE'S COMPANY	TOO CLOSE FOR COMFORT (OP)	HART TO HART								
	AVERAGE AUDIENCE (Households (000) & %)						18,280 23.5	17,350 22.3	17,660 22.7	16,340 21.0	17,040 21.9								
	SHARE OF AUDIENCE %						35	33	33	31	35								
W	TOTAL AUDIENCE (Households (000) & %)						22,250 28.6			PRIDE OF JESSE HALLAM									
	CBS TV						CONVERSATION WITH PRES. (SUS)(OP)												
	AVERAGE AUDIENCE (Households (000) & %)						16,800 21.6			20.7*	21.8*		22.2*		21.5*				
	SHARE OF AUDIENCE %						33			30 *	32 *		35 *		35 *				
2	TOTAL AUDIENCE (Households (000) & %)						18,280 23.5	15,170 19.5		12,290 15.8									
	NBC TV						LOBO (OP)		BJ AND THE BEAR (SUS-OP)			FLAMINGO ROAD							
	AVERAGE AUDIENCE (Households (000) & %)						14,000 18.0	17.0*	18.9*	12,450 16.0	15.6*	16.4*		13.6	13.8*	13.4*			
	SHARE OF AUDIENCE %						27	26 *	28 *	24	23 *	24 *		22	22 *	22 *			
TV HOUSEHOLDS USING TV		WK. 1	62.0	63.1	64.5	65.2	64.6	65.9	66.3	67.5	69.0	70.0	69.2	68.7	66.8	66.2	65.6	63.8	
(See Def. 1)		WK. 2	62.3	65.0	64.0	64.7	66.1	67.2	67.2	67.8	68.0	68.6	67.7	66.9	63.9	63.4	62.4	59.8	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						24,900 32.0								13,770 17.7			
	ABC TV										ALOHA PARADISE (OP)						VEGAS	
	AVERAGE AUDIENCE (Households (000) & %)						15,090 19.4	19.5*		20.4*		19.2*		18.5*	10,660 13.7	13.8*		13.7*
	SHARE OF AUDIENCE %						29	30 *		31 *		29 *		27 *	22	22 *		23 *
W E E K 2	AVG. AUD. BY ¼ HR.						19.2	19.8	20.3	20.5	19.0	19.4	19.3	17.8	13.8	13.8	13.6	13.9
	TOTAL AUDIENCE (Households (000) & %)						14,550 18.7		12,210 15.7		28,550 36.7							
	CBS TV														GRAMMY AWARDS (9:00-11:30PM) (-OP)			
	AVERAGE AUDIENCE (Households (000) & %)						12,600 16.2		11,360 14.6		16,490 21.2	19.7*		22.9*		24.3*		21.8*
1	SHARE OF AUDIENCE %						25		22		34	29 *		34 *		39 *		36 *
	AVG. AUD. BY ¼ HR.						16.0	16.4	14.4	14.8	19.3	20.2	22.1	23.7	25.0	23.5	22.2	21.4
	TOTAL AUDIENCE (Households (000) & %)						19,920 25.6				17,580 22.6		15,400 19.8		18,830 24.2			
	NBC TV																	
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)						16,180 20.8	20.4*		21.2*	15,330 19.7		14,160 18.2		15,790 20.3	20.2*		20.5*
	SHARE OF AUDIENCE %						32	31 *		32 *	29		27		33	32 *		34 *
	AVG. AUD. BY ¼ HR.						19.8	21.1	11.8	20.6	19.0	20.4	18.3	18.1	19.8	20.6	20.8	20.1
	TOTAL AUDIENCE (Households (000) & %)						16,340 21.0				18,520 23.8				14,240 18.3			
W E E K 2	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						13,380 17.2	16.5*		17.9*	13,930 17.9	18.3*		17.4*	11,980 15.4	15.3*		15.4*
	SHARE OF AUDIENCE %						26	25 *		27 *	28	28 *		27 *	27	26 *		27 *
	AVG. AUD. BY ¼ HR.						16.1	16.8	17.6	18.1	18.0	18.6	17.8	17.0	15.4	15.3	15.5	15.4
E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,030 20.6				19,060 24.5							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						12,530 16.1	15.7*		16.4*	13,620 17.5	16.3*		17.1*		18.3*		18.4*
	SHARE OF AUDIENCE %						24	24 *		25 *	29	25 *		27 *		31 *		33 *
2	AVG. AUD. BY ¼ HR.						15.6	15.9	16.2	16.6	16.3	16.3	17.0	17.2	18.2	18.4	18.6	18.3
	TOTAL AUDIENCE (Households (000) & %)						21,010 27.0				18,440 23.7		16,800 21.6		16,570 21.3			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						17,120 22.0	21.6*		22.4*	16,650 21.4		15,170 19.5		13,690 17.6	18.3*		16.8*
TV HOUSEHOLDS USING TV	SHARE OF AUDIENCE %						33	33 *		34 *	33		31		30	31 *		30 *
	AVG. AUD. BY ¼ HR.						21.2	22.0	22.3	22.5	21.0	21.8	19.5	19.5	18.4	18.2	17.1	16.6
	Wk. 1		60.8	61.9	63.3	64.5	64.9	66.5	66.3	66.0	66.3	68.1	67.8	67.6	63.8	61.9	60.7	59.0
	(See Def. 1) Wk. 2		61.4	62.3	63.1	64.1	64.8	65.4	66.3	66.7	65.2	64.9	64.0	63.0	60.0	58.7	57.4	55.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)					17,120 22.0		15,950 20.5		16,880 21.7		15,560 20.0		17,820 22.9			
	ABC TV					MORK & MINDY		BOSOM BUDDIES		BARNEY MILLER		TAXI (OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)					14,390 18.5		14,240 18.3		14,700 18.9		13,930 17.9		13,540 17.4	18.2*		16.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 17.5	19.6	26 18.4	18.2	28 18.7	19.2	27 17.4	18.3	29 18.5	29 *	16.8	28 *
E	TOTAL AUDIENCE (Households (000) & %)					17,430 22.4				19,140 24.6				19,840 25.5			
	CBS TV							WALTONS (OP)				MAGNUM, P.I.				KNOTS LANDING	
	AVERAGE AUDIENCE (Households (000) & %)					14,160 18.2	17.6*		18.8*	15,330 19.7	19.1*		20.2*	16,570 21.3	20.7*		21.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 17.1	26 *		27 *	29 19.2	28 *		31 *	35 20.2	33 *	21.9	37 *
K	TOTAL AUDIENCE (Households (000) & %)					19,370 24.9				20,620 26.5							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					14,550 18.7	17.5*		19.9*	12,290 15.8	17.2*		17.0*		15.4*		13.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 17.0	26 *		29 *	25 17.3	25 *		26 *	15.9	24 *	14.4	23 *
W	TOTAL AUDIENCE (Households (000) & %)					14,860 19.1		14,390 18.5		15,170 19.5		14,080 18.1		14,700 18.9			
	ABC TV					MORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (R)(OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)					12,840 16.5		13,150 16.9		13,230 17.0		12,450 16.0		10,660 13.7	14.6*		12.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 16.0		26 17.1		26 16.5		24 17.5	16.2	22 14.6	23 *	13.5	22 *
E	TOTAL AUDIENCE (Households (000) & %)					17,510 22.5				28,240 36.3							
	CBS TV							WALTONS (OP)								PEOPLE'S CHOICE AWARDS	
	AVERAGE AUDIENCE (Households (000) & %)					14,080 18.1	17.0*		19.3*	17,890 23.0	22.4*		23.3*		23.7*		22.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 16.3	26 *		29 *	36 22.1	34 *		36 *		37 *	22.7	38 *
2	TOTAL AUDIENCE (Households (000) & %)					13,230 17.0				13,460 17.3							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,660 13.7	13.0*		14.4*	8,710 11.2	11.3*		11.1*		11.4*		10.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 12.6	20 *		22 *	18 11.4	17 *		17 *		18 *	11.2	18 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	62.3	64.8	65.1	66.4	66.3	68.2	69.0	69.6	68.6	67.7	66.4	65.9	64.0	61.9	60.2
		WK. 2	60.9	62.4	62.8	64.6	64.2	64.9	65.6	66.2	65.7	66.2	65.6	65.6	64.3	62.9	60.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

NATIONAL TV AUDIENCE ESTIMATES																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,170 19.5		14,080 18.1		18,590 23.9								
	ABC TV					BENSON		I'M A BIG GIRL NOW (OP)					ABC FRIDAY NIGHT MOVIE MIDNIGHT OFFERINGS					
	AVERAGE AUDIENCE (Households (000) & %)					13,380 17.2		12,600 16.2		10,810 13.9	13.3*		13.7*		14.0*		14.5*	
	SHARE OF AUDIENCE %					28		26		23	22 *		23 *		24 *		25 *	
	AVG. AUD. BY 1/4 HR.					16.4	18.0	16.1	16.3	12.9	13.6	13.5	13.8	14.1	13.9	14.6	14.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					25,670 33.0								27,230 35.0				
	CBS TV									WIZARD OF OZ (R)(OP)						DALLAS		
	AVERAGE AUDIENCE (Households (000) & %)					16,180 20.8	18.6*		19.7*		22.1*		22.8*	23,500 30.2	30.0*		30.5*	
	SHARE OF AUDIENCE %					34	30 *		32 *		36 *		38 *	52	51 *		53 *	
	AVG. AUD. BY 1/4 HR.					18.4	18.8	19.7	19.7	22.0	22.1	22.2	23.4	29.5	30.5	30.6	30.4	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,220 24.7								9,800 12.6				
	NBC TV									NBC FRIDAY MOVIE OF-WEEK THE MUNSTERS' REVENGE(OP)						MONSTERS DISASTERS		
	AVERAGE AUDIENCE (Households (000) & %)					11,130 14.3	13.6*		14.3*		14.9*		14.4*	7,240 9.3	9.5*		9.1*	
	SHARE OF AUDIENCE %					23	22 *		23 *		24 *		24 *	16	16 *		16 *	
	AVG. AUD. BY 1/4 HR.					13.7	13.5	14.3	14.2	15.4	14.5	14.5	14.3	9.5	9.6	9.3	8.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,060 15.5		10,350 13.3		15,790 20.3								
	ABC TV					BENSON (R)		I'M A BIG GIRL NOW (OP)					ABC FRIDAY NIGHT MOVIE LONG JOURNEY BACK(R)					
	AVERAGE AUDIENCE (Households (000) & %)					10,970 14.1		9,340 12.0		10,660 13.7	12.4*		13.0*		14.5*		14.9*	
	SHARE OF AUDIENCE %					24		20		23	21 *		21 *		25 *		26 *	
	AVG. AUD. BY 1/4 HR.					13.8	14.4	11.8	12.3	12.1	12.6	12.9	13.1	14.3	14.7	14.9	15.0	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,270 22.2				23,570 30.3				21,550 27.7				
	CBS TV									INCREDIBLE HULK (OP)		DUKES OF HAZZARD				DUKES OF HAZZARD(B) (R)		
	AVERAGE AUDIENCE (Households (000) & %)					12,840 16.5	14.9*		18.2*	19,840 25.5	25.0*		26.0*	18,360 23.6	24.1*		23.1*	
	SHARE OF AUDIENCE %					28	26 *		31 *	42	42 *		42 *	41	41 *		41 *	
	AVG. AUD. BY 1/4 HR.					14.4	15.3	17.7	18.6	24.2	25.9	25.7	26.3	24.4	23.7	23.5	22.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,230 17.0		13,380 17.2		11,510 14.8				10,040 12.9				
	NBC TV					HARPER VALLEY		BRADY BRIDES (OP)				NERO WOLFE (OP)				NBC MAGAZINE		
	AVERAGE AUDIENCE (Households (000) & %)					11,830 15.2		11,510 14.8		8,950 11.5	11.4*		11.5*	7,780 10.0	10.8*		9.2*	
	SHARE OF AUDIENCE %					26		25		19	19 *		19 *	17	18 *		16 *	
	AVG. AUD. BY 1/4 HR.					15.1	15.4	14.9	14.7	11.7	11.2	11.6	11.5	11.0	10.5	9.6	8.8	
TV HOUSEHOLDS USING TV		WK. 1	54.3	55.8	56.9	59.3	60.2	61.7	61.5	61.4	61.1	61.3	60.9	60.7	59.4	59.1	58.4	57.7
(See Def. 1)		WK. 2	55.3	56.9	56.6	56.7	57.9	58.7	59.0	59.7	59.8	60.0	61.0	61.4	59.3	56.0	56.9	55.7

U.S. TV Households. 77,800,000

For explanation of symbols. See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)					11,900 15.3				21,080 27.1				19,610 25.2			
	ABC TV					CHARLIE'S ANGELS				LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)					8,250 10.6	9.7*		11.4*	18,130 23.3	22.6*		24.0*	15,250 19.6	19.1*		20.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 9.6	17 *		19 *	40 21.8	38 *		41 *	36 19.5	34 *		39 *
E	TOTAL AUDIENCE (Households (000) & %)					16,730 21.5		14,240 18.3		13,380 17.2				9,880 12.7			
	CBS TV					WKRP IN CINCINNATI		TIM CONWAY SHOW (OP)		CONCRETE COWBOYS				FLO		STATE OF- ECONOMY OTHER VIEWS (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)					14,700 18.9		12,680 16.3		9,800 12.6	13.1*		12.2*	8,710 11.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					33 18.5		28 19.3		21 13.5	22 *		21 *	20 11.3		11.2	
1	TOTAL AUDIENCE (Households (000) & %)					18,590 23.9				12,450 16.0				16,420 21.1			
	NBC TV					CHIPS SPECIAL (OP)				GANGSTER CHRONICLES				HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)					14,470 18.6	17.7*		19.5*	12,600 12.6	12.4*		12.8*	13,070 16.8	15.8*		17.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					32 17.3	31 *		33 *	21 12.6	21 *		22 *	31 15.5	28 *		34 *
W	TOTAL AUDIENCE (Households (000) & %)					16,340 21.0				22,170 28.5				18,520 23.8			
	ABC TV					240-ROBERT				LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)					12,140 15.6	14.5*		16.7*	18,360 23.6	22.7*		24.4*	14,860 19.1	19.2*		19.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 14.0	24 *		27 *	38 21.9	37 *		40 *	34 19.0	33 *		35 *
E	TOTAL AUDIENCE (Households (000) & %)					12,910 16.6		11,510 14.8		13,850 17.8							
	CBS TV					WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (OP)		FIRST LOVE							
	AVERAGE AUDIENCE (Households (000) & %)					11,200 14.4		10,040 12.9		7,940 10.2	10.4*		9.8*		10.3*		10.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 14.3		21 14.5		17 10.9	17 *		16 *		18 *		19 *
2	TOTAL AUDIENCE (Households (000) & %)					18,520 23.8				13,070 16.8				12,840 16.5			
	NBC TV					BARBARA MANDRELL (OP)				GANGSTER CHRONICLES (SUS-OP)				HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)					14,320 18.4	17.9*		19.0*	9,800 12.6	12.4*		12.7*	10,190 13.1	13.3*		13.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 17.5	29 *		30 *	21 13.0	20 *		21 *	23 13.4	23 *		24 *
TV HOUSEHOLDS USING TV WK. 1		54.9	56.8	57.9	58.2	57.1	58.6	59.1	59.3	58.8	59.1	59.0	58.4	56.7	55.0	52.7	51.8
(See Def. 1) WK. 2		55.3	57.6	58.5	59.6	60.7	61.8	62.6	62.5	61.8	61.4	61.6	60.7	57.8	57.1	55.2	53.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W	TOTAL AUDIENCE (Households (000) & %)	{	7,080 9.1													
	ABC TV		ABC WEEKEND REPORT- SAT													
	AVERAGE AUDIENCE (Households (000) & %)	{	6,850 8.8													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 8.8													
E	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%														
1	TOTAL AUDIENCE (Households (000) & %)	{		11,590 14.9												
	NBC TV			SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{		6,920 8.9	10.1*		8.6*		7.5*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		27 10.4	27 *		27 *		26 *							
W	TOTAL AUDIENCE (Households (000) & %)	{	7,160 9.2													
	ABC TV		ABC WEEKEND REPORT- SAT													
	AVERAGE AUDIENCE (Households (000) & %)	{	6,770 8.7													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 8.7													
E	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%														
2	TOTAL AUDIENCE (Households (000) & %)	{		11,280 14.5												
	NBC TV			SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{		6,850 8.8	9.3*		8.5*		8.7*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		25 9.7	24 *		25 *		29 *							
TV HOUSEHOLDS USING TV			WK. 1	48.5	44.2	39.0	35.8	33.2	31.3	29.1	27.5	24.4	22.5	19.4	17.2	15.3
(See Def. 1)			WK. 2	49.8	46.7	40.9	37.6	34.7	32.5	30.4	28.0	25.8	23.0	19.7	16.2	14.5
U.S. TV Households: 77,800,000																

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.1, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45						
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	15,560 20.0												22,560 29.0									
	ABC TV		THOSE AMAZING ANIMALS (OP)										ABC SUNDAY NIGHT MOVIE MIRACLE ON ICE											
	AVERAGE AUDIENCE (Households (000) & %)	{	10,890 14.0	12.8*	15.2*		18.8	16.4*	17.1*		19.1*		19.3*		20.1*	21.0*								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	21 12.1	20* 13.5	22* 14.6		28 15.8	24* 16.7	24* 16.7		27* 17.5		28* 19.0		30* 19.3	34* 20.3								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	29,020 37.3												29,180 37.5		15,870 20.4							
	CBS TV		60 MINUTES										AMITYVILLE HORROR (OP)								JEFFERSONS			
	AVERAGE AUDIENCE (Households (000) & %)	{	23,960 30.8	29.9*	31.7*		25.3	25.4*	24.8*		25.6*		25.5*		25.2*	18.7								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	46 28.8	47* 31.0	46* 31.7		37 25.9	37* 24.8	35* 24.9		37* 25.6		37* 25.3		38* 25.9	30 18.3								
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	14,940 19.2												19,680 25.3		20,930 26.9							
	NBC TV		REAL KIDS										CHIPS (OP)								BIG EVENT ELVIS AND THE BEAUTY QUEEN			
	AVERAGE AUDIENCE (Households (000) & %)	{	10,270 13.2	12.1*	14.3*		20.6	19.5*	21.8*		17.5		17.0*		16.8*	17.1*								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	20 11.9	19* 12.4	21* 13.7		29 18.6	28* 20.5	31* 21.8		26 17.2		24* 16.9		24* 16.8	26* 17.3								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	12,600 16.2												21,780 28.0									
	ABC TV		THOSE AMAZING ANIMALS (OP)										ABC SUNDAY NIGHT MOVIE THE DEEP(R)											
	AVERAGE AUDIENCE (Households (000) & %)	{	9,410 12.1	11.7*	12.4*		15.5	15.0*	15.7*		15.6*		15.2*		15.7*	16.0*								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	19 11.3	19* 12.1	19* 12.3		24 12.5	23* 14.9	23* 15.2		23* 15.6		23* 15.9		25* 16.0	27* 15.9								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	25,670 33.0												17,430 22.4		17,660 22.7		22,250 28.6		21,080 27.1		21,160 27.2	
	CBS TV		60 MINUTES										ARCHIE BUNKER'S PLACE				ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.	
	AVERAGE AUDIENCE (Households (000) & %)	{	20,770 26.7	26.0*	27.3*		15,480 19.9	16,100 20.7	19,760 25.4		19,370 24.9		18,280 23.5		23.5*	23.5*								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	43 25.1	43* 26.9	43* 27.2		31 19.3	30 20.5	37 25.0		37 25.9		38 23.6		37* 23.3	39* 24.0								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	15,170 19.5												20,620 26.5		20,310 26.1							
	NBC TV		DISNEY'S WONDERFUL WORLD DUCK FOR HIRE(R)										CHIPS (OP)								BIG EVENT AMERICAN GRAFFITI(R)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	11,360 14.6	13.1*	16.1*		21.8	20.6*	23.0*		16.8		17.6*		16.5*	15.1*								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	23 12.4	22* 13.8	25* 15.5		33 19.7	32* 21.4	34* 22.8		26 18.4		26* 17.8		26* 17.4	25* 15.4								
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	62.9	65.7	68.2	69.9	69.1	69.7	70.5	70.5	69.7	69.6	68.8	68.9	67.2	66.4	63.6	61.3						
		WK. 2	59.5	61.5	63.4	64.4	63.5	66.6	67.8	68.9	69.0	69.3	68.7	67.5	65.1	62.9	60.9	59.0						

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. MAR.8, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,590 5.9																
	ABC TV		ABC WEEKEND REPORT-SUN																
	AVERAGE AUDIENCE (Households (000) & %)	{	4,510 5.8																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 5.8																
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,540 8.4																
	CBS TV		CBS SUNDAY NEWS-BRADLEY																
	AVERAGE AUDIENCE (Households (000) & %)	{	6,300 8.1																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 8.1																
1	TOTAL AUDIENCE (Households (000) & %)	{	2,800 3.6																
	NBC TV		NBC LATE NIGHT MOVIE SKAG(R) (11:30-12:43AM) (SUSTAINING 12:43-2:22AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{	1,560 2.0																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	8 2.3																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,200 5.4																
	ABC TV		ABC WEEKEND REPORT-SUN.																
	AVERAGE AUDIENCE (Households (000) & %)	{	3,810 4.9																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11 4.9																
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,080 9.1																
	CBS TV		CBS SUNDAY NEWS-BRADLEY																
	AVERAGE AUDIENCE (Households (000) & %)	{	7,000 9.0																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 9.0																
2	TOTAL AUDIENCE (Households (000) & %)	{	1,790 2.3																
	NBC TV		NBC LATE NIGHT MOVIE COMEDY THEATER(R) (11:30-1:15AM) (SUSTAINING 1:15-1:17AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{	780 1.0																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	5 1.5																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	51.3	43.7	33.6	28.6	24.4	22.3	19.8	18.4	17.1	15.5	12.9	10.8	9.3	7.7	6.6	5.8	
		WK. 2	48.9	41.5	32.0	27.7	24.1	20.9	17.6	15.8	14.0	11.2	9.7	8.5	7.3	6.6	5.8	4.9	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{		5,370 6.9		{		5,600 7.2		{		{		{		{		
				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
		AVERAGE AUDIENCE (Households (000) & %)	{		4,280 5.5		{		4,670 6.0		{		{		{		{		
		SHARE OF AUDIENCE %	{		28		{		29		{		{		{		{		
		AVG. AUD. BY ¼ HR. %	{		5.4 5.6		{		6.1 5.9		{		{		{		{		
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{		4,120 5.3		{		3,660 4.7		{		5,130 6.6		{		5,520 7.1		
				MORNING-CHARLES KURALT				CAPTAIN KANGAROO				JEFFERSONS M-F				ALICE-M-F			
		AVERAGE AUDIENCE (Households (000) & %)	{		2,410 3.1 2.9*		{		2,330 3.0 2.9*		{		4,360 5.6		{		4,900 6.3		
		SHARE OF AUDIENCE %	{		18 18 *		{		15 14 *		{		27 30		{		6.0 6.5		
		AVG. AUD. BY ¼ HR. %	{		2.6 3.2 3.3 3.4		{		2.7 3.1 3.1 3.2		{		5.3 5.9		{		{		
K	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{		5,210 6.7		{		5,450 7.0		{		2,880 3.7		{		3,190 4.1		
				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				LAS VEGAS GAMBIT				BLOCKBUSTERS			
		AVERAGE AUDIENCE (Households (000) & %)	{		4,050 5.2		{		4,430 5.7		{		2,490 3.2		{		2,720 3.5		
		SHARE OF AUDIENCE %	{		27 27		{		28 28		{		15 17		{		3.6		
		AVG. AUD. BY ¼ HR. %	{		5.1 5.4		{		5.7 5.7		{		3.2 3.4		{		{		
1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{		5,060 6.5		{		5,290 6.8		{		{		{		{		
				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
		AVERAGE AUDIENCE (Households (000) & %)	{		3,970 5.1		{		4,510 5.8		{		{		{		{		
		SHARE OF AUDIENCE %	{		26 26		{		27 27		{		{		{		{		
		AVG. AUD. BY ¼ HR. %	{		5.1 5.1		{		5.8 5.7		{		{		{		{		
W	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{		4,050 5.2		{		3,580 4.6		{		4,590 5.9		{		4,750 6.1		
				MORNING-CHARLES KURALT				CAPTAIN KANGAROO				JEFFERSONS M-F (MTUWF)(S)(OP)				ALICE-M-F (MTUWF)(S)(OP)			
		AVERAGE AUDIENCE (Households (000) & %)	{		2,410 3.1 3.0*		{		2,330 3.0 2.9*		{		3,890 5.0		{		4,200 5.4		
		SHARE OF AUDIENCE %	{		17 19 *		{		14 13 *		{		23 25		{		5.1 5.7		
		AVG. AUD. BY ¼ HR. %	{		2.7 3.2 3.3 3.4		{		2.7 3.1 3.2 3.1		{		5.0 5.0		{		{		
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{		5,210 6.7		{		5,760 7.4		{		2,960 3.8		{		3,270 4.2		
				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				LAS VEGAS GAMBIT				BLOCKBUSTERS			
		AVERAGE AUDIENCE (Households (000) & %)	{		4,200 5.4		{		4,820 6.2		{		2,490 3.2		{		2,880 3.7		
		SHARE OF AUDIENCE %	{		28 28		{		28 28		{		15 17		{		3.6 3.8		
		AVG. AUD. BY ¼ HR. %	{		5.4 5.5		{		6.3 6.2		{		3.1 3.3		{		{		
TV HOUSEHOLDS USING TV			WK. 1	10.6	13.3	15.8	17.8	19.3	20.3	20.4	20.9	21.2	21.5	21.4	21.5	20.7	20.6	20.6	21.2
(See Def. 1)			WK. 2	10.7	13.4	15.9	17.7	19.8	21.3	21.8	22.1	22.4	22.6	22.4	22.0	21.4	21.7	21.4	21.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 23-27, 1981

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{	5,760 7.4				5,520 7.1		6,150 7.9		8,790 11.3			9,730 12.5			
		AVERAGE AUDIENCE (Households (000) & %)	{	4,200 5.4	5.1*		5.6*	4,750 6.1		5,290 6.8		6,850 8.8	8.5*		7,390 9.5	8.8*		10.2*
		SHARE OF AUDIENCE %		24	24 *		24 *	23		26		32	31 *		33	31 *		34 *
		AVG. AUD. BY ¼ HR. %		4.9	5.3	5.4	5.8	5.8	6.4	6.6	6.9	8.1	8.8	9.2	9.2	8.6	9.0	9.9
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{	5,840 7.5		6,770 8.7				5,600 7.2		7,940 10.2			8,090 10.4			
		AVERAGE AUDIENCE (Households (000) & %)	{															
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR. %																
K	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{	4,430 5.7		3,970 5.1		2,570 3.3		3,580 4.6		5,760 7.4			4,980 6.4			
		AVERAGE AUDIENCE (Households (000) & %)	{	3,810 4.9		3,500 4.5		2,260 2.9		3,110 4.0		4,590 5.9	5.6*		3,890 5.0	5.2*		4.9*
		SHARE OF AUDIENCE %		23		20		11		15		22	21 *		17	18 *		16 *
		AVG. AUD. BY ¼ HR. %		4.7	5.0	4.4	4.5	2.7	3.0	3.9	4.1	5.5	5.7	6.1	6.1	5.2	5.1	5.0
1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{	5,990 7.7				6,150 7.9		6,380 8.2		9,340 12.0			9,410 12.1			
		AVERAGE AUDIENCE (Households (000) & %)	{	4,280 5.5	5.1*		5.9*	5,290 6.8		5,450 7.0		7,310 9.4	9.0*		7,240 9.3			
		SHARE OF AUDIENCE %		24	23 *		25 *	26		27		33	32 *		35 *			
		AVG. AUD. BY ¼ HR. %		4.9	5.3	5.6	6.1	6.6	7.1	6.9	7.0	8.7	9.3	9.8	9.8	8.8		
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{	5,520 7.1		6,380 8.2				5,520 7.1		7,940 10.2			8,250 10.6			
		AVERAGE AUDIENCE (Households (000) & %)	{	4,820 6.2		5,520 7.1				4,670 6.0		6,070 7.8	7.6*		6,690 8.6			
		SHARE OF AUDIENCE %		28		30				23		28	27 *		29			
		AVG. AUD. BY ¼ HR. %		6.0	6.4	7.0	7.3			6.0	6.0	7.4	7.8	7.8	8.2	8.3		
K	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{	4,670 6.0		4,200 5.4		2,490 3.2		3,500 4.5		5,760 7.4			4,980 6.4			
		AVERAGE AUDIENCE (Households (000) & %)	{	4,050 5.2		3,580 4.6		2,100 2.7		2,960 3.8		4,360 5.6	5.6*		4,050 5.2			
		SHARE OF AUDIENCE %		24		20		10		15		20	20 *		17			
		AVG. AUD. BY ¼ HR. %		5.2	5.3	4.6	4.7	2.6	2.8	3.6	4.0	5.5	5.7	5.5	5.7			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	21.1	22.0	22.6	23.9	26.1	27.2	25.8	26.5	26.8	27.5	27.3	27.9	28.1	29.0	29.6	30.4
		WK. 2	22.0	22.7	23.0	24.2	26.4	27.3	26.2	26.8	27.4	28.3	28.2	28.8	29.1	29.9	30.0	30.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY MON.-FRI. MAR. 2-6, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.23-27, 1981

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W	TOTAL AUDIENCE (Households (000) & %)		{		11,900 15.3				4,280 5.5								11,440 14.7	
	ABC TV				GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT								ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{		9,960 12.8		12.5*		13.0*		3,730 4.8						10,040 12.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		40 12.2		40 *		39 *		14 4.7		4.8				22 12.6	
E	TOTAL AUDIENCE (Households (000) & %)		{		8,090 10.4				4,360 5.6								13,690 17.6	
	CBS TV				GUIDING LIGHT (OP)				ONE DAY AT A TIME-M-F								CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)		{		6,460 8.3		8.1*		8.6*		3,660 4.7						12,140 15.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		26 8.0		26 *		26 *		14 4.4		5.0				27 15.4	
K	TOTAL AUDIENCE (Households (000) & %)		{		4,360 5.6												11,830 15.2	
	NBC TV				TEXAS												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		{		3,270 4.2		4.1*		4.4*								10,580 13.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		13 4.1		13 *		13 *								23 13.2	
1	TOTAL AUDIENCE (Households (000) & %)		{		12,140 15.6				4,510 5.8								10,580 13.6	
	ABC TV				GENERAL HOSPITAL >(-OP)(SUS-OP)				EDGE OF NIGHT (M-TH)(OP)(SUS-OP)				(S)(OP)				ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{		9,800 12.6				3,970 5.1								9,340 12.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		38 12.0				15 5.1		5.1						21 11.6	
W	TOTAL AUDIENCE (Households (000) & %)		{		8,480 10.9				4,120 5.3								14,470 18.6	
	CBS TV				GUIDING LIGHT >(-OP)(OP)				ONE DAY AT A TIME-M F (M-TH)(OP)(S)(OP)								CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)		{		6,690 8.6				3,420 4.4								12,910 16.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		26 8.7				13 4.1		4.7						29 16.6	
E	TOTAL AUDIENCE (Households (000) & %)		{		4,900 6.3												11,050 14.2	
	NBC TV				TEXAS												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		{		3,580 4.6		4.5*		4.7*								9,880 12.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		14 4.5		14 *		14 *								22 12.3	
TV HOUSEHOLDS USING TV		WK. 1	31.1	32.4	33.6	34.6	33.7	35.9	36.9	39.5	40.5	42.3	45.2	48.2	52.1	54.9	56.7	59.2
(See Def. 1)		WK. 2	31.2	33.0	34.2	35.2	34.7	36.7	38.1	40.9	42.4	44.3	46.5	49.4	52.9	55.4	57.2	58.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.2-6, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 28, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W	TOTAL AUDIENCE (Households (000) & %)					3,810 4.9		4,510 5.8		6,770 8.7	7,000 9.0		7,620 9.8		6,690 8.6			
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG	RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)			
	AVERAGE AUDIENCE (Households (000) & %)					2,880 3.7		3,810 4.9		5,680 7.3	6,150 7.9		6,610 8.5		5,840 7.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 3.4	4.0	29 4.5	5.2	34 6.8	33 7.7	33 7.8	8.1	32 8.2	8.7	28 7.5	7.5	
E	TOTAL AUDIENCE (Households (000) & %)					3,660 4.7		3,970 5.1		6,610 8.5	7,940 10.2		8,950 11.5		7,860 10.1			
	CBS TV					MIGHTY MOUSE HECKL-JECKL (OP)		TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)			
	AVERAGE AUDIENCE (Households (000) & %)					2,650 3.4		3,350 4.3		5,600 7.2	6,610 8.5		7,470 9.6		6,850 8.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 2.8	3.9	25 3.8	4.9	33 7.0	35 7.5	35 8.1	8.9	37 9.5	9.6	33 9.1	8.5	
K	TOTAL AUDIENCE (Households (000) & %)					2,800 3.6		3,110 4.0		3,730 4.8	4,050 5.2		4,120 5.3		5,060 6.5			
	NBC TV					GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)	FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (OP)			
	AVERAGE AUDIENCE (Households (000) & %)					2,100 2.7		2,650 3.4		3,110 4.0	3,420 4.4		3,270 4.2		4,120 5.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 2.2	3.2	20 3.6	3.1	19 3.8	18 4.2	18 4.4	4.5	16 4.3	4.2	20 5.2	5.4	
1	TOTAL AUDIENCE (Households (000) & %)					4,510 5.8		5,910 7.6		7,000 9.0	7,700 9.9		8,640 11.1		7,310 9.4			
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG	RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)			
	AVERAGE AUDIENCE (Households (000) & %)					3,730 4.8		5,370 6.9		5,990 7.7	6,540 8.4		7,780 10.0		6,610 8.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					33 4.2	5.4	36 6.8	7.1	35 7.6	34 7.7	34 8.0	8.8	38 9.8	10.1	33 8.9	8.2	
E	TOTAL AUDIENCE (Households (000) & %)					3,500 4.5		5,210 6.7		6,690 8.6	7,700 9.9		6,070 7.8		5,680 7.3			
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)			
	AVERAGE AUDIENCE (Households (000) & %)					2,880 3.7		4,050 5.2		5,600 7.2	6,610 8.5		5,210 6.7		4,670 6.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 3.3	4.2	26 4.9	5.5	32 6.8	34 7.6	34 8.3	8.6	25 7.0	6.4	23 6.2	5.7	
2	TOTAL AUDIENCE (Households (000) & %)					3,110 4.0		3,500 4.5		4,050 5.2	4,750 6.1		4,670 6.0		5,680 7.3			
	NBC TV					GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)	FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (OP)			
	AVERAGE AUDIENCE (Households (000) & %)					2,410 3.1		2,960 3.8		3,270 4.2	3,730 4.8		4,200 5.4		4,510 5.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 2.8	3.5	20 3.9	3.7	19 4.2	20 4.3	20 4.8	4.8	20 5.5	5.4	22 5.7	5.9	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	5.6	7.5	8.5	10.5	13.0	15.5	16.7	17.8	20.8	22.4	23.6	24.8	25.8	26.9	26.5	26.3
		WK. 2	4.9	6.9	9.2	11.2	14.6	17.7	19.5	20.3	21.7	22.8	23.8	25.5	26.0	26.5	26.4	25.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. MAR. 7, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 28, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)	{ 6,460 8.3		6,300 8.1		6,540 8.4		7,940 10.2									
	ABC TV	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS		AMERICAN BANDSTAND '81									
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,130 6.6		5,210 6.7		5,600 7.2		4,670 6.0		5.7*						6.3*	
	SHARE OF AUDIENCE %	26		26		25		22		21 *						22 *	
E	AVG. AUD. BY ¼ HR %	6.9	6.4	6.6	6.8	7.0	7.4	5.9	5.5	6.2	6.4						
	TOTAL AUDIENCE (Households (000) & %)	{ 7,470 9.6		6,380 8.2		7,240 9.3		7,000 9.0		7,160 9.2		5,130 6.6					
	CBS TV	ALL NEW POPEYE HOUR 2 (OP)		DRAK PACK (OP)		NEW FAT ALBERT SHOW (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,070 7.8		5,370 6.9		6,070 7.8		5,910 7.6		5,910 7.6		4,200 5.4					
K	SHARE OF AUDIENCE %	31		27		28		27		26		18					
	AVG. AUD. BY ¼ HR %	8.0	7.5	6.7	7.2	7.8	7.8	7.5	7.7	7.8	7.4	5.5	5.2				
	TOTAL AUDIENCE (Households (000) & %)	{ 4,980 6.4		4,900 6.3		4,050 5.2		3,270 4.2		7,310 9.4							
	NBC TV	BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		DRAWING POWER		NCAA BASKETBALL GAME-SAT. VARIOUS TEAMS AND TIMES ~ (1:00-3:05PM)							
1	AVERAGE AUDIENCE (Households (000) & %)	{ 4,120 5.3		4,200 5.4		3,500 4.5		2,490 3.2		3,420 4.4		3.3*				4.8*	5.4*
	SHARE OF AUDIENCE %	21		21		16		12		15		12 *				15 *	17 *
	AVG. AUD. BY ¼ HR %	5.1	5.4	5.4	5.5	4.4	4.7	3.3	3.1	3.3	3.4	4.0	4.3	4.4	5.2	5.4	5.2
	TOTAL AUDIENCE (Households (000) & %)	{ 7,620 9.8		7,390 9.5		6,220 8.0		7,780 10.0									
W	ABC TV	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS		AMERICAN BANDSTAND '81									
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,380 8.2		6,070 7.8		5,370 6.9		4,670 6.0		5.7*						6.2*	
	SHARE OF AUDIENCE %	31		29		24		21		20 *						21 *	
	AVG. AUD. BY ¼ HR %	8.0	8.4	7.6	8.0	6.8	6.9	5.9	5.6	6.2	6.2						
E	TOTAL AUDIENCE (Households (000) & %)	{ 5,370 6.9		5,910 7.6		6,460 8.3		5,520 7.1		5,520 7.1		4,960 6.4					
	CBS TV	ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,510 5.8		5,060 6.5		5,370 6.9		4,820 6.2		4,590 5.9		3,970 5.1					
	SHARE OF AUDIENCE %	22		24		24		22		20		17					
K	AVG. AUD. BY ¼ HR %	5.7	5.8	6.5	6.5	7.1	6.7	6.0	6.3	6.0	5.8	5.2	4.9				
	TOTAL AUDIENCE (Households (000) & %)	{ 4,510 5.8		5,370 6.9		4,280 5.5		3,890 5.0									
	NBC TV	BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		DRAWING POWER									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,050 5.2		4,670 6.0		3,420 4.4		3,030 3.9									
2	SHARE OF AUDIENCE %	20		22		15		14									
	AVG. AUD. BY ¼ HR %	5.0	5.4	5.9	6.2	4.4	4.5	4.0	3.7								
	TV HOUSEHOLDS USING TV WK. 1	25.7	25.2	25.3	25.9	27.8	28.2	27.5	27.8	28.7	29.0	29.0	29.8	29.8	31.0	31.1	32.2
	(See Def. 1) WK. 2	25.3	26.7	27.1	27.2	28.5	28.5	27.6	28.2	28.4	29.7	29.6	30.5	30.4	31.8	31.3	31.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY SAT. MAR. 7, 1981

U.S. TV Households: 77,800,000

DAY SAT. MAR. 7, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
TOTAL AUDIENCE (Households (000) & %)																	3,660 4.7	
ABC TV																	KIDS ARE PEOPLE TOO I (10:30-11:10AM)	
AVERAGE AUDIENCE (Households (000) & %)																	2,650	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	3.4 14 3.2	3.3* 14* 3.4
TOTAL AUDIENCE (Households (000) & %)						540 .7	620 .8		5,910 7.6		SUNDAY MORNING				FOR OUR TIMES (SUS)			
CBS TV						THREE ROBONIC STOOGES (OP)	JASON OF STAR COMMAND (OP)											
AVERAGE AUDIENCE (Households (000) & %)						470 .6	620 .8		3,500 4.5		3.9*		4.9*		4.7*			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						6 .5	6 .8		22 3.6		22* 4.1		24* 5.1		20* 5.1 4.4			
TOTAL AUDIENCE (Households (000) & %)																	3,890 5.0	
NBC TV																	KIDS ARE PEOPLE TOO I (10:30-11:09AM)	
AVERAGE AUDIENCE (Households (000) & %)																	2,880	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	3.7 16 3.4	3.6* 15* 3.8
TOTAL AUDIENCE (Households (000) & %)								6,150 7.9		SUNDAY MORNING				FOR OUR TIMES (SUS)				
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)								3,420 4.4		3.8*		4.5*		4.8*				
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.								20 3.3		20* 4.2		20* 4.5		20* 5.0 4.7				
TOTAL AUDIENCE (Households (000) & %)																		
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		
TV HOUSEHOLDS USING TV		WK. 1	4.2	4.6	5.9	7.3	10.0	12.3	13.2	16.0	18.2	19.9	20.5	21.9	23.3	24.4	23.8	24.6
(See Def. 1)		WK. 2	5.9	7.0	8.2	9.6	11.7	13.1	14.2	16.8	18.8	21.1	21.9	23.0	23.3	24.1	23.7	23.6

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45			
W	TOTAL AUDIENCE (Households (000) & %)	{ 3,190 4.1 (1) (-OP)		{ 3,190 4.1 (2) (OP)		{ 4,750 6.1 ISSUES AND ANSWERS		{ DIRECTIONS (SUS)		{ 10,110 13.0 SUPERSTARS (2:00-4:00PM)										
	ABC TV			ANIMALS, ANIMALS, ANIMALS (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,960 3.8		{ 2,650 3.4		{ 3,580 4.6		{ 5,910 7.6		{ 5.9* 17 *		{ 7.5* 21 *								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 14 3.7		{ 13 3.9		{ 16 5.0		{ 4.3		{ 5.0		{ 6.8		{ 7.4		{ 7.6				
E	TOTAL AUDIENCE (Households (000) & %)	{ 4,120 5.3 FACE THE NATION		{ 11,440 14.7 NBA ON CBS PHILADELPHIA VS BOSTON (1:00-3:36PM)																
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,110 4.0		{ 5,060 6.5		{ 5.4* 19		{ 6.4* 20 *		{ 5.9* 17 *		{ 6.3* 18 *								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 16 4.0		{ 4.1		{ 4.8		{ 6.0		{ 6.4		{ 6.3		{ 5.9		{ 5.8		{ 6.4		{ 6.3
K	TOTAL AUDIENCE (Households (000) & %)	{ 5,680 7.3 MEET THE PRESS		{ 11,590 14.9 NCAA BASKETBALL GAME-SUN LSU VS KENTUCKY OREGON STATE VS UCLA (1:00-3:08PM)																
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,590 5.9		{ 5,910 7.6		{ 6.4* 22		{ 7.4* 22 *		{ 7.7* 22 *		{ 8.3* 22 *								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 21 5.7		{ 6.1		{ 5.9		{ 6.9		{ 7.3		{ 7.5		{ 7.5		{ 7.9		{ 8.0		{ 8.7
1	TOTAL AUDIENCE (Households (000) & %)	{ 3,970 5.1 KIDS ARE PEOPLE TOO II (11:09-11:30AM)(OP)		{ 3,810 4.9 ANIMALS, ANIMALS, ANIMALS (OP)		{ 3,970 5.1 ISSUES AND ANSWERS		{ DIRECTIONS (SUS)		{ 9,260 11.9 SUPERSTARS (2:00-3:15PM)										
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,420 4.4		{ 3,030 3.9		{ 3,030 3.9		{ 5,450 7.0		{ 6.5* 19 *		{ 7.1* 20 *								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 19 4.4		{ 16 4.4		{ 15 3.8		{ 4.1		{ 4.1		{ 3.8		{ 5.9		{ 7.0		{ 7.2		
W	TOTAL AUDIENCE (Households (000) & %)	{ 3,810 4.9 FACE THE NATION		{ 8,950 11.5 NBA ON CBS MILWAUKEE VS PHILADELPHIA (1:00-3:18PM)																
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,960 3.8		{ 3,810 4.9		{ 5.2* 15		{ 6.0* 19 *		{ 4.3* 13 *		{ 4.7* 13 *								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 16 3.9		{ 3.7		{ 4.6		{ 5.7		{ 6.5		{ 5.4		{ 4.5		{ 4.1		{ 4.7		{ 4.8
E	TOTAL AUDIENCE (Households (000) & %)	{ 3,890 5.0 MEET THE PRESS		{ 6,070 7.8 NCAA BASKETBALL SPECIAL		{ 13,230 17.0 NCAA BASKETBALL GAME SUN NOTRE DAME VS DE PAUL (1:45-3:49PM)														
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,960 3.8		{ 4,120 5.3		{ 7,390 9.5		{ 9.0* 27 *		{ 8.9* 25 *										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 15 3.5		{ 18 4.0		{ 16 *		{ 27		{ 8.9		{ 9.1		{ 9.3		{ 6.5				
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	25.1	26.8	26.5	26.9	27.6	28.2	29.3	30.0	30.6	32.5	32.5	32.3	33.3	35.2	36.2	36.8		
		WK. 2	23.2	23.4	24.0	24.3	25.3	25.7	26.4	27.1	28.4	30.4	32.1	32.6	33.1	34.1	35.4	35.8		

U.S. TV Households: 77,800,000

(1) KIDS ARE PEOPLE TOO I, ABC, (10:30-11:10AM)

(2) KIDS ARE PEOPLE TOO II, ABC, (11:10-11:30AM)

For explanation of symbols, See page A

DAY SUN. MAR.8, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR.1, 1981

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
W	TOTAL AUDIENCE (Households (000) & %)		11,590 14.9		13,850 17.8												9,570 12.3			
	ABC TV		SUPERSTARS (2:00-4:00PM)		INT'L CHAMPIONSHIP BOXING		ABC WIDE WORLD-SPORTS SUN										ABC WRD NEWS TONIGHT-SUN			
	AVERAGE AUDIENCE (Households (000) & %)		7,550				8,400										8,090			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		8.9	9.9	8.8	9.3	9.8	10.8	10.7	10.8	11.4	10.5	10.3	11.0			10.2	10.7		
E	TOTAL AUDIENCE (Households (000) & %)		11,670 15.0														9,880 12.7			
	CBS TV		NBA ON CBS PHILADELPHIA VS BOSTON(-OP) (1:00-3:36PM)				NBA ON CBS GAME 2 PHOENIX VS LOS ANGELES (3:36-6:00PM)(OP)										CBS EVENING NEWS- DEAN			
	AVERAGE AUDIENCE (Households (000) & %)		5,520														8,170			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		7.5	8.6	6.8	6.6	6.4	6.3	6.1	6.1	7.8	8.6	8.4	8.2			9.6	11.4		
K	TOTAL AUDIENCE (Households (000) & %)		7,160 9.2														8,790 11.3			
	NBC TV				BAY HILL GOLF CLASSIC-SUN (OP) (3:00-5:00PM)		SPORTSWORLD										NBC NIGHTLY NEWS- SUN.			
	AVERAGE AUDIENCE (Households (000) & %)		4,280						4,900								7,000			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		4.7	4.6	5.6	5.4	5.3	5.7	6.1	6.0	5.6	6.0	6.6	7.0			8.0	8.0		
1	TOTAL AUDIENCE (Households (000) & %)		11,280 14.5														9,730 12.5			
	ABC TV		(1) INT'L CHAMPIONSHIP BOXING		ABC WIDE WORLD-SPORTS SUN															
	AVERAGE AUDIENCE (Households (000) & %)		7,620				8,170										8,090			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		8.0	8.3	8.8	10.0	10.9	11.0	8.8	9.1	9.9	10.6	11.6	13.1			10.6	10.2		
E	TOTAL AUDIENCE (Households (000) & %)		4,280 5.5														9,730 12.5			
	CBS TV		(2) CBS SPORTS SPEC. SUN. ED. (3:18-4:00PM)(OP)				INVERRARY CLASSIC-SUN.													
	AVERAGE AUDIENCE (Households (000) & %)		3,030				4,820										8,090			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		3.9	3.6	4.0	4.2	4.7	5.1	5.9	5.9	6.2	6.5	7.7	7.6			9.4	11.4		
2	TOTAL AUDIENCE (Households (000) & %)		7,550 9.7		13,150 16.9												7,310 9.4			
	NBC TV		NCAA BASKETBALL GAME-SUN. NOTRE DAME VS DE PAUL (1:45-3:49PM)(-OP)		(3) SPORTSWORLD												NBC NIGHTLY NEWS- SUN.			
	AVERAGE AUDIENCE (Households (000) & %)		7,620		7,160												6,460			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		9.9	10.8	11.4	9.8	7.7	7.6	10.0	10.2	10.0	9.6					7.8	8.9		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	38.3	39.8	41.0	40.7	40.2	42.1	42.1	43.2	45.1	46.2	46.4	48.4	52.5	55.1	56.9	58.3		
		WK. 2	36.7	38.2	39.3	39.9	39.8	40.3	40.8	41.5	43.5	44.7	45.8	47.7	49.3	50.4	52.9	56.0		

U.S. TV Households: 77,800,000

(1) SUPERSTARS, ABC, (2:00-3:15PM)

A-373:18PM)

(2) NBA ON CBS, MILWAUKEE VS PHILADELPHIA, CBS, (1:00-

(3) NCAA BKBL PAIRING SPECIAL, NBC, (3:49-4:00PM)(S)

For explanation of symbols, See page A.

DAY SUN. MAR.8, 1981

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING TUESDAY																	
NBC NBC NEWS UPDATE 2-TUE(SUS)	2	9.58 9.59PM	9.45														
EVENING WEDNESDAY																	
CBS GRAMMY AWARDS(5)	1	9.00 11.30PM	GRID 11.00 11.15	28,550	36.7	16,490	21.2	34	18.7 15.9								
EVENING THURSDAY																	
NBC NBC NEWS UPDATE 2-THU(SUS)	2	9.53 9.54PM	9.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF SAT.		9.58 9.59PM	9.45	17,190	22.1	17,190	22.1	38	22.1		16,880	21.7	16,880	21.7	36	21.7	
CBS NEWSBREAK SAT.		8.58 8.59PM	8.45	10,110	13.0	10,110	13.0	22	13.0		9,260	11.9	9,260	11.9	19	11.9	
NBC NBC NEWS UPDATE SAT.		8.58- 8.59PM	8.45	11,670	15.0	11,670	15.0	25	15.0		11,130	14.3	11,130	14.3	23	14.3	
NBC NBC NEWS UPDATE 2 SAT(SUS)	2	9.58- 9.59PM	9.45														
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.		7.58 7.59PM	7.45	11,280	14.5	11,280	14.5	21	14.5		9,730	12.5	9,730	12.5	19	12.5	
CBS NEWSBREAK-SUN.	1	8.54- 8.56PM	8.45	17,660	22.7	17,430	22.4	32	22.4		15,480	19.9	15,480	19.9	29	19.9	
	2	8.58 8.59PM	8.45														

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
ABC LOVE BOAT-12.00-CONT'D			1.00						3.5	WED.							3.6	WED.	
ABC TUESDAY MOVIE-WEEK-PART 1		12.00- 1.11AM	12.00	5,130	6.6	3,350	4.3	21	4.4	TUE.		4,900	6.3	3,190	4.1	20	4.8	TUE.	
			12.15				4.4*	18*	4.4	TUE.					4.5*	18*	4.2	TUE.	
			12.30						4.1	TUE.							3.9	TUE.	
			12.45				4.2*	22*	4.4	TUE.					3.9*	22*	3.9	TUE.	
			1.00						4.2	TUE.							3.8	TUE.	
ABC POLICE STORY	2	1.08- 1.54AM	1.00									2,330	3.0	1,790	2.3	17	2.6	WED.	
			1.15												2.5*	17*	2.4	WED.	
			1.30														2.1	WED.	
			1.45												2.1*	18*	2.0	WED.	
ABC POLICE WOMAN	2	1.54- 2.15AM (SUS)																	
	1	1.08- 1.55AM	1.00	2,410	3.1	1,790	2.3	16	2.8	WED.									
			1.15				2.5*	16*	2.3	WED.									
			1.30						2.1	WED.									
			1.45				2.2*	17*	2.3	WED.									
ABC TUESDAY MOVIE-WEEK-PART 2	1	1.54- 2.16AM (SUS)																	
	1	1.11- 1.32AM	1.00	3,190	4.1	3,030	3.9	28	4.0	TUE.		3,110	4.0	2,880	3.7	27	3.7	TUE.	
	2	1.11- 1.34AM	1.00														3.6	TUE.	
			1.15						3.8	TUE.							3.6	TUE.	
			1.30						3.9	TUE.							3.6	TUE.	
CBS NEWSBREAK-M-F	1	1.32- 2.12AM (SUS)																	
	2	1.34- 2.28AM (SUS)																	
	1	>	8.15	13,230	17.0	12,910	16.6	24	15.2	M-F		12,840	16.5	12,760	16.4	24	16.2	M-F	
	2	>	8.45						16.0	MTUTH									
			9.00						19.9	FRI.									
CBS CBS NEWS SPEC.RPT.-THUR.(S)	2	11.30-12.08AM	11.30									9,730	12.5	7,550	9.7	29	10.4	THU.	
			11.45												9.9*	29*	9.4	THU.	
			12.00														9.1	THU.	
CBS LATE MOVIE I		>	11.30	7,620	9.8	5,210	6.7	24	8.2	M-F		7,620	9.8	5,210	6.7	24	8.0	M-F	
			11.45				7.8*	22*	7.4	MTUTH					7.6*	22*	7.2	MTUWF	
			12.00						6.7	M-F							7.0	M-F	
			12.15				6.4*	24*	6.1	M-F					6.8*	26*	6.6	M-F	
			12.30						5.7	M-F							6.1	M-F	
			12.45				5.2*	26*	5.7	M-F					5.3*	27*	4.7	M-F	
			1.00						4.7	WED.							4.3	THU.	
			1.15														4.5	THU.	
CBS LATE MOVIE II		VARIOUS TIMES (SUS)																	
		>	12.30	4,510	5.8	3,660	4.7	27	4.6	M-F		4,280	5.5	3,580	4.6	28	5.2	M-F	
			12.45				4.8*	24*	4.9	MTUTH							4.7	MTUWF	
			1.00						4.7	M-F							4.5	M-F	
			1.15				5.0*	29*	4.6	M-F					4.5*	28*	4.4	M-F	
			1.30						5.0	W & F							4.6	TH & F	
			1.45				3.9*	30*	3.9	W & F					4.1*	36*	4.0	TH & F	
			2.00						3.6	WED.									
NBC NBC NEWS UPDATE-M-F		>	8.45	12,910	16.6	12,910	16.6	25	17.2	M-F		12,140	15.6	12,140	15.6	23	15.6	M-F	
			9.00						14.2	FRI.									

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
NBC NBC NEWS UPDATE-2-M-F	2	>	9.30 9.45								10,350	13.3	10,350	13.3	21	12.5 13.7	MW-F MW-F
NBC TONIGHT SHOW		11.30-12.30AM	11.30 11.45 12.00 12.15	10,040	12.9	6,150	7.9 8.8*	26 25*	9.3 8.3 7.8 6.3	M-F M-F M-F M-F	9,410	12.1	6,220	8.0 8.9*	26 26*	9.3 8.6 7.7 6.3	M-F M-F M-F M-F
NBC MIDNIGHT SPECIAL		12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	6,460	8.3	2,800	3.6 4.5*	17 18*	4.5 4.6 3.8 3.1 2.7 2.8	FRI. FRI. FRI. FRI. FRI. FRI.	5,370	6.9	2,490	3.2 4.4*	15 17*	4.5 4.3 3.5 2.7 2.2 1.9	FRI. FRI. FRI. FRI. FRI. FRI.
NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30 12.45	3,660	4.7	3,030	3.9	20	4.3 3.6	M-TH M-TH	3,350	4.3	2,880	3.7	19	4.0 3.5	M-TH M-TH
NBC TOMORROW COAST TO COAST-2		>	1.00 1.15 1.30 1.45	2,650	3.4	1,950	2.5 2.8*	18 18*	3.0 2.5 2.3 2.2	M-TH M-TH M-TH M-TH	2,720	3.5	2,020	2.6 2.9*	20 20*	3.0 2.8 2.6 2.2	M-TH M-TH M-TH M-TH
		VARIOUS TIMES	(SUS)														
DAY MONDAY-FRIDAY																	
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F							M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,690	8.6	6,460	8.3	30	8.3	M-F	7,160	9.2	6,920	8.9	31	8.9	M-F
ABC ONE LIFE TO LIVE	2	>	-GRID 2.15 2.30 2.45 3.00 3.15								9,410	12.1	7,240	9.3 8.9*	31 30*	9.0 9.1 9.8 9.6 10.4	M-F M-TH M-F FRI. FRI.
ABC REAGAN PRESS CONF.-ABC(SUS)	2	2.00- 2.39PM	2.00														FRI.
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F							M-F
ABC GENERAL HOSPITAL	2	>	-GRID 3.15 3.30 3.45 4.00 4.15								12,140	15.6	9,800	12.6 12.4*	38 38*	12.8 12.9 12.7 11.8 11.9	M-F M-TH M-F FRI. FRI.
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F							M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30 4.45 5.00 5.15								9,730	12.5	7,160	9.2 8.7*	23 23*	8.5 8.9 9.5 9.8	WED. WED. WED. WED.
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS MAGAZINE(S) CONT'D	2	10.00-11.00AM	10.00								5,520	7.1	3,420	4.4	19	4.3	THU.

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY MONDAY-FRIDAY-CONT'D															
CBS MAGAZINE(S)-CONT'D			10.15											4.4* 19*	4.5 THU.
			10.30											4.5 THU.	
			10.45											4.1 THU.	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,760	7.4	5,520	7.1	30	7.1 M-F	5,130	6.6	4,900	6.3	26	6.3 M-F
CBS AS THE WORLD TURNS	2	>	-GRID							8,250	10.6	6,690	8.6	29	M-F
			2.15											8.5* 29*	M-TH
			2.30											8.8	M-F
			2.45											8.8	M-F
			3.00											8.8	M-F
			3.15											8.0* 27*	FRI.
CBS REAGAN PRESS CONF.-CBS(SUS)	2	2.00- 2.36PM	2.00												FRI.
CBS GUIDING LIGHT	2	>	-GRID							8,480	10.9	6,690	8.6	26	M-F
			3.15											8.7* 27*	M-TH
			3.30											8.6	M-F
			3.45											8.7* 26*	M-F
			4.00											8.7	FRI.
			4.15											8.1* 24*	FRI.
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,840	7.5	5,520	7.1	21	7.1 M-F	5,840	7.5	5,520	7.1	20	M-F
			4.15											7.2	FRI.
CBS AFTERNOON PLAYHOUSE(S)	2	4.00- 5.00PM	4.00							9,570	12.3	6,610	8.5	24	7.6 TUE.
			4.15											7.8* 23*	8.0 TUE.
			4.30											9.1* 24*	9.0 TUE.
			4.45											9.2	TUE.
NBC ANOTHER WORLD	2	>	-GRID							4,980	6.4	4,050	5.2	17	M-F
			2.15											5.5* 19*	M-TH
			2.30											5.0	M-F
			2.45											5.0* 17*	M-F
NBC REAGAN PRESS CONF.-NBC(SUS)	2	2.00- 2.37PM	2.00												FRI.
DAY SATURDAY															
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	3,580	4.6	3,270	4.2	29	4.2	4,360	5.6	4,200	5.4	34	5.4
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	6,540	8.4	6,150	7.9	29	7.9	8,010	10.3	7,390	9.5	36	9.5
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	6,380	8.2	5,990	7.7	29	7.7	6,690	8.6	5,990	7.7	30	7.7
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	5,520	7.1	4,820	6.2	24	6.2	6,770	8.7	5,910	7.6	28	7.6
CBS SUNRISE SEMESTER SAT(SUS)	2	6.30- 7.00AM	6.30												
CBS SUNRISE SEMESTER-SAT(SUS)	1	6.30- 7.00AM	6.30												
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,420	4.4	3,190	4.1	26	4.1	3,350	4.3	3,190	4.1	23	4.1
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,430	5.7	4,120	5.3	30	5.3	4,510	5.8	4,360	5.6	28	5.6
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,990	7.7	5,840	7.5	34	7.5	6,610	8.5	6,380	8.2	36	8.2
CBS IN THE NEWS- 9.59AM	1	9.59-10.02AM	9.45	8,010	10.3	7,620	9.8	39	9.7						
			10.00						9.9						
CBS IN THE NEWS-10.26AM	2	10.26-10.29AM	10.15							5,520	7.1	5,130	6.6	25	6.6
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,920	8.9	6,690	8.6	33	8.6	4,980	6.4	4,200	5.4	21	5.4
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,150	7.9	5,680	7.3	29	7.3	4,820	6.2	4,670	6.0	22	6.0

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	6,220	8.0	5,600	7.2	28	7.2		6,150	7.9	5,290	6.8	25	6.8	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	6,070	7.8	5,680	7.3	26	7.3		5,130	6.6	4,750	6.1	21	6.1	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	6,150	7.9	5,840	7.5	27	7.5		4,980	6.4	4,430	5.7	20	5.7	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	5,760	7.4	5,450	7.0	24	7.0		4,750	6.1	4,280	5.5	19	5.5	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	2,880	3.7	2,880	3.7	25	3.7		3,190	4.1	3,110	4.0	25	4.0	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,490	3.2	2,330	3.0	17	3.0		3,190	4.1	2,880	3.7	19	3.7	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	3,500	4.5	3,350	4.3	20	4.3		3,350	4.3	3,350	4.3	19	4.3	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	3,500	4.5	3,420	4.4	18	4.4		4,050	5.2	3,810	4.9	19	4.9	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,420	4.4	3,190	4.1	15	4.1		4,200	5.4	3,890	5.0	19	5.0	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,360	5.6	4,120	5.3	20	5.3		4,430	5.7	4,050	5.2	20	5.2	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	4,360	5.6	4,280	5.5	22	5.5		4,590	5.9	4,510	5.8	22	5.8	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	4,280	5.5	4,200	5.4	20	5.4		4,980	6.4	4,820	6.2	23	6.2	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	3,420	4.4	3,190	4.1	14	4.1		3,500	4.5	3,500	4.5	16	4.5	
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.10AM	→GRID	3,660	4.7	2,650	3.4	14			3,890	5.0	2,880	3.7	16		
	2	10.30-11.09AM	→GRID 11.00						3.6							4.1	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,880	3.7	2,800	3.6	13	3.6		3,580	4.6	3,420	4.4	19	4.4	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	3,110	4.0	2,720	3.5	13	3.5		3,660	4.7	3,270	4.2	17	4.2	
CBS IN THE NEWS- 8.26AM-SUN.	1	8.26- 8.29AM	8.15	470	.6	470	.6	6	.6								
CBS IN THE NEWS- 8.56AM-SUN.	1	8.56- 8.59AM	8.45	860	1.1	780	1.0	7	1.0								
CBS NBA ON CBS	1	1.00- 3.36PM	→GRID	11,440	14.7	5,060	6.5	19			8,950	11.5	3,810	4.9	15		
	2	1.00- 3.18PM	→GRID 3.15 3.30						8.4							4.1	
NBC NCAA BASKETBALL GAME-SUN	1	1.00- 3.08PM	→GRID 3.00	11,590	14.9	5,910	7.6	22	9.4								
NBC NCAA BASKETBALL GAME-SUN.	2	1.45- 3.49PM	→GRID 3.45								13,230	17.0	7,390	9.5	27	10.9	